

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): August 17, 2021

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

001-38543

26-1265381

(State or other jurisdiction of incorporation)

(Commission File Number)

(I.R.S. Employer Identification No.)

400 Water Street, Suite 200, Rochester, MI

48307

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: 248.651.6568

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Securities registered pursuant to Section 12(b) of the Act:

Title of each class

Trading symbol

Name of each exchange on which registered

Common Stock

OPRX

Nasdaq Capital Market

SECTION 8 – Other Events

Item 8.01 Other Events

On August 17, 2021, we issued a press release announcing an exclusive partnership with Demandbase, the B2B go-to-market leader, to deliver the industry’s most extensive collection of point-of-care healthcare professional (HCP) digital engagement touchpoints, forming the most comprehensive account-based experience platform for life sciences. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 8.01 of this Current Report on Form 8-K (including Exhibit 99.1) shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as expressly set forth by specific reference in such a filing.

SECTION 9 – Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits

99.1 [Press release, dated August 17, 2021](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

OptimizeRx Corporation

/s/ Douglas Baker

Douglas Baker
Chief Financial Officer

Date: August 17, 2021



OptimizeRx and Demandbase Form Exclusive Account-Based-Experience (ABX) Partnership — Delivering Industry’s Most Powerful ABX Solution for Life Sciences

The Companies’ combined point-of-care-engine creates an unmatched network of direct-to-physician digital interaction

ROCHESTER, Mich. – August 17, 2021 – OptimizeRx Corp. (the “Company”) (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies, physicians and patients, and Demandbase, the B2B go-to-market leader, today announced an exclusive partnership to deliver the industry’s most extensive collection of point-of-care healthcare professional (HCP) digital engagement touchpoints, forming the most comprehensive account-based experience platform for life sciences.

Together, the companies represent the only point-of-care engine that combines the principles of account-based experience (ABX) with the nation’s largest network of HCP care delivery technology touchpoints.

1. OptimizeRx will leverage the Demandbase B2B Go-to-Market suite to further expand its omni-channel reach at the point-of-care within hundreds of new healthcare systems across the U.S.
2. Complementary channel mix of the two companies’ platforms creates an unmatched network of direct-to-physician digital touchpoints at the point-of-care.
3. Life sciences can now leverage the unique combination of institutional and in-workflow behavioral data, including doctor-activity and patient access information to personalize support and engagement of providers and patients at all care milestones along the patient journey.
4. The partnership enables pharmaceutical manufacturers to seamlessly craft tailored, account-based engagement experiences at the point-of-care for their most important customers.

Allison Metcalfe, Demandbase’s chief revenue officer noted, “We’ve marked significant increased demand in the pharmaceutical industry to create intelligent account-based experiences. Every account has a unique mix of patients and providers, so creating tailored experiences at-scale requires robust channels and data to be successful. Together, the Demandbase ABX platform and the OptimizeRx digital health and communications platform represent the most comprehensive solution for life sciences to implement their account-based and provider reach digital B2B strategies.

Steve Silvestro, chief commercial officer, OptimizeRx noted, “This partnership enables the complex unification of behavioral, access, and care milestone data. That data unification, in combination with extensive point-of-care digital channels to HCPs, offers the unrivaled capability for pharmaceutical manufacturers to capture physician mindshare and provide vital resources and information at the moments their brand is most needed.

“We look forward to continuing our transformation of the way the life sciences industry engages with and supports their customers. Working with Demandbase, we are modernizing healthcare’s communications infrastructure and in turn narrowing its digital divide amongst doctors, patients, and biopharma. We are very excited to bring account-based marketing to the largest network of HCPs in the nation. We expect this partnership to have a positive impact on revenue in the years to come as more life sciences companies continue their shift to more digital commercialization strategies,” concluded Mr. Silvestro.

About Demandbase

Demandbase is transforming the way B2B companies go-to-market. Demandbase One is the most complete suite of B2B go-to-market solutions, connecting the leading account-based experience, advertising, sales intelligence, and B2B data solutions so Marketing and Sales teams at the biggest and fastest-growing companies can collaborate faster, share intelligence, and experience explosive growth. For more information about Demandbase, visit: www.demandbase.com.

About OptimizeRx

OptimizeRx is a digital health company that provides communications solutions for life science companies, physicians and patients. Connecting over half of healthcare providers in the U.S. and millions of patients through a proprietary network, the OptimizeRx digital health platform helps patients afford and stay on medications. The platform unlocks new patient and physician touchpoints for life science companies along the patient journey, from point-of-care, to retail pharmacy, through mobile patient engagement.

For more information, follow the company on [Twitter](#), [LinkedIn](#) or visit www.optimize.rx.com.

Important Cautions Regarding Forward Looking Statements

This press release contains forward-looking statements within the definition of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements should not be used to make an investment decision. The words 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether because of new information, future events, or otherwise. Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted, or quantified. Future events and actual results could differ materially from those set forth in, contemplated by, or underlying the forward-looking statements. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to, the effect of government regulation, competition and other material risks.

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