

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): April 18, 2017

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction
of incorporation)

000-53605

(Commission File Number)

26-1265381

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

400 Water Street, Suite 200, Rochester, MI

(Address of principal executive offices)

48307

(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 (17 CFR 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))

SECTION 8 – Other Events

Item 8.01 Other Events

On April 18, 2017, we issued a press release concerning our partnership with PARx Solutions. 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 April 18, 2017
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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/ Doug Baker

Doug Baker
Chief Financial Officer

Date: April 18, 2017



OptimizeRx Partners with PARx Solutions to Bring Prior Authorization Services to Point of Care

ROCHESTER, MI, April 18, 2017 – OptimizeRx Corp. (OTCQB: OPRX), the leading digital health aggregator of sponsored services in the electronic health records (EHR) space, has partnered with PARx Solutions to allow more than 500,000 healthcare providers in the OptimizeRx EHR network to manage the prescription prior authorization process more effectively and efficiently.

“In our cumbersome healthcare system, a physician often must spend considerable time and effort to obtain special authorization from the insurance provider for a preferred prescription,” noted William Febbo, CEO of OptimizeRx. “Our new partnership with PARx Solutions solves this problem, while providing connectivity to our core offering of financial messaging. Coupled with our ability to offer brand and clinical messaging services, we expect this combined solution to deliver better overall health outcomes—a core commitment of OptimizeRx.”

The partnership will involve the integration of OptimizeRx’s network of more than 370 EHR/eRx providers with PARx Solutions’ Prior Authorization Support System (PASS). Integrating PASS into the physician’s EHR-powered work flow will reduce the administrative burden associated with the prior authorization process. It is also expected to increase adherence and improve patient outcomes by connecting OptimizeRx channel partners’ financial assistance offers with the prior authorization process.

Dan Rubin, president and CEO of PARx Solutions, commented: “OptimizeRx is a natural fit with PARx Solutions, as their technology platform is very effective in how it directly connects to the e-prescribing work flow. The prior authorization process is a time-consuming and frustrating experience for prescribers, and often a hindrance to the quality of patient care. In fact, upwards of 40 percent of patients who require a prior authorization forego treatment altogether. We will now be better able to eliminate these barriers by providing a more simplified, user friendly process.”

The platform integration is expected to be completed in the third quarter of 2017. Like OptimizeRx services, PASS is sponsored drug manufactures, allowing the prior authorization service to be provided at no cost to physician practices.

“Once the integration is complete, we see it significantly enhancing our value proposition to the remaining EHR/eRx providers and health care providers not yet on our platform,” added Febbo, “It will also deliver another valuable revenue stream for OptimizeRx.”

About PARx Solutions

The mission of PARx Solutions is to help patients get the medication that their physician believes is most appropriate for their condition. PARx fulfills this mission by helping prescribers overcome the cumbersome, frustrating and time-consuming challenges resulting from Prior Authorization requirements. Founded in 2008 and based in Burlington, Massachusetts, PARx Solutions has been successful in providing their PA system through physician offices across the nation. To date, tens of thousands of providers rely on PARx Solutions to process prior authorizations across multiple therapeutic areas.

About OptimizeRx Corp

Based in Rochester, Michigan, OptimizeRx Corporation is a health technology software company that is revolutionizing the point of care experience through technology to improve clinical decisions and outcomes. OptimizeRx's unique consumer and physician platforms help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand awareness, access and adherence to their medications.

The OptimizeRx core product replaces drug samples with electronic trial vouchers and copay coupon savings that are electronically added to an e-Prescription and sent electronically to the pharmacy and is integrated within leading electronic health record (EHR) platforms in the country, including Allscripts, DrFirst, NewCrop, Quest Diagnostics, Practice Fusion and other EHRs to reach over 500,000 healthcare providers. In turn, OptimizeRx promotes patient savings and support from the world's largest pharmaceutical companies, including Pfizer, Lilly, Novartis, AstraZeneca, and many others. For more information, visit www.optimizeRx.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 such section 21E of the Securities Act of 1934, 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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