

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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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): December 5, 2012

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

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(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))
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## **SECTION 7 – Regulation FD Disclosure**

### **Item 7.01 Regulation FD Disclosure**

On December 5, 2012, OptimizeRx Corporation made investor presentations that included the slides furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in Item 7.01 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 [Investor Relations Presentation, dated December 5, 2012](#)

### **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/ David Lester

David Lester

Chief Executive Officer

Date: December 10, 2012





# OPRX

LD MICRO Conference Presentation October 4<sup>th</sup> 2012

**OPTIMIZERx Corporation**

400 Water Street, Suite 200

Rochester, MI 48307

Phone: 248.651.6568

Fax: 248.453.5529

<http://www.optimizerxcorp.com/>



#### SAFE HARBOR :

This presentation 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.



## SampleMD: “Our primary product offering!”

- SampleMD is a software application that **replaces drug samples** by allow doctors to automatically add sponsored drug trial vouchers & co-pay discount coupons from their desktops and ePrescribing system.
- SampleMD **resides within our partners** ePrescribe or electronic health record (EHR) software offerings.
- Doctors are able to **offer patients sample vouchers or coupons right within their prescribing work flow** automation, making it easy and simple to use.
- **Coupon info is automatically sent to pharmacy** with eRx
- SampleMD is **paid \$4-\$5** by the manufacturer each time an ecoupon or evoucher is distributed to a patient.



## SampleMD:

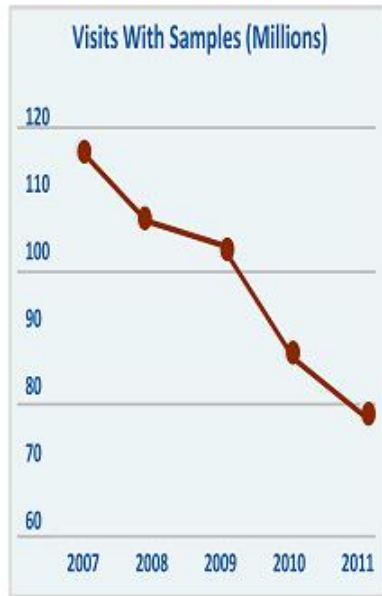
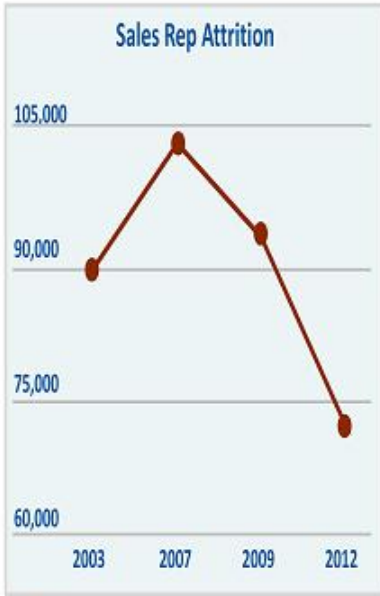
“Is a highly leveraged revenue tool”

- SampleMD, by partnering with other software partners, is able to be **within the primary workflow of hundred's of thousands of healthcare providers.**
- **SampleMD is already installed in Allscripts Inc.** (NASDAQ:MDRX), New Crop and Dr. First, which enables SampleMD to reside in over 250 EHR systems.
- SampleMD in turn **shares revenue** with each software partner that provides them direct access to health care providers.



# Key Trends—Traditional Pharmaceutical Promotion

## Pharma Reps & Samples Decline In Size, Effectiveness, and ROI



Did You Know...

According to the spring 2011 Access Monitor™ report, only 54% of prescribers were "rep-accessible"?

Source:

<sup>1</sup> Cegedim Strategic Data

<https://www.cegedimstrategicdata.com/>

Pharma  
Marketing Network

OPTIMIZER  
**OPRx**  
CORPORATION

Better Access.  
Better Results.



# Key Trends—Traditional Pharmaceutical Promotion

Patients Are Resisting Increases In Co-pay Costs,  
Affecting Fill Rates/Adherence

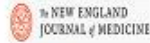
“First, measures for improving adherence must address financial barriers ...

especially the co-payments that patients must make for medications.”



**Did You Know...**

Hospital expenses include demand for new medications/technology, aging of population, and medical personnel compensation?



Source:

<sup>1</sup> New England Journal of Medicine  
<https://www.nejm.org/>



Better Access.  
Better Results.

# Key Trends—Trial Vouchers & Coupons Replacing Samples

## Vouchers And Co-pay Coupons Are Replacing The \$4B Samples Market & Improving Adherence

### Nearly all manufacturers offer co-payments not based on income

- In July 2011 there were 310 co-pay card programs in the US, a 260% increase from 2009
- Co-pay cards were 1/3 of overall prescription drug market and 13% of branded drugs

Source:  
<sup>4</sup> Cleveland Resource Company  
<http://pcmanet.org/>



### Industry report conservatively made the following assumptions:

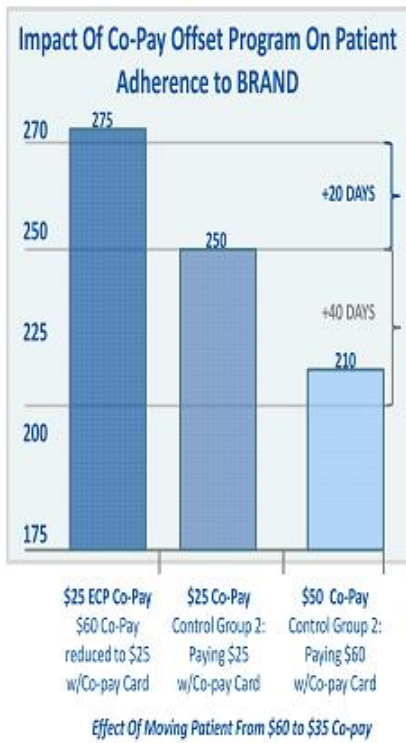
- 100M in prescriptions associated with coupons in 2010 or 11% of brand prescriptions
- **Co-pay coupons to increase 15% per year from 100M in 2010 to 500M in 2021**
- Co-pay coupons will represent 20% of non-specialty brand prescriptions in 2014, 30% in 2017, and 50% in 2021

Source:  
<sup>5</sup> Pharmaceutical Care Management Association  
<http://pcmanet.org/>



# Key Trends—Trial Vouchers & Coupons Drive Adherence!

## Co-Pay Cards An Coupons: Letting The Facts Get In The Way



+20 Days—  
Increased Loyalty:  
Longer Therapy  
Than Cohort At  
Equivalent Co-Pay

+40 Days—  
Response To Lower  
Co-pay:  
More Days Of  
Therapy Based On  
Initial Co-Pay Level

Sources:

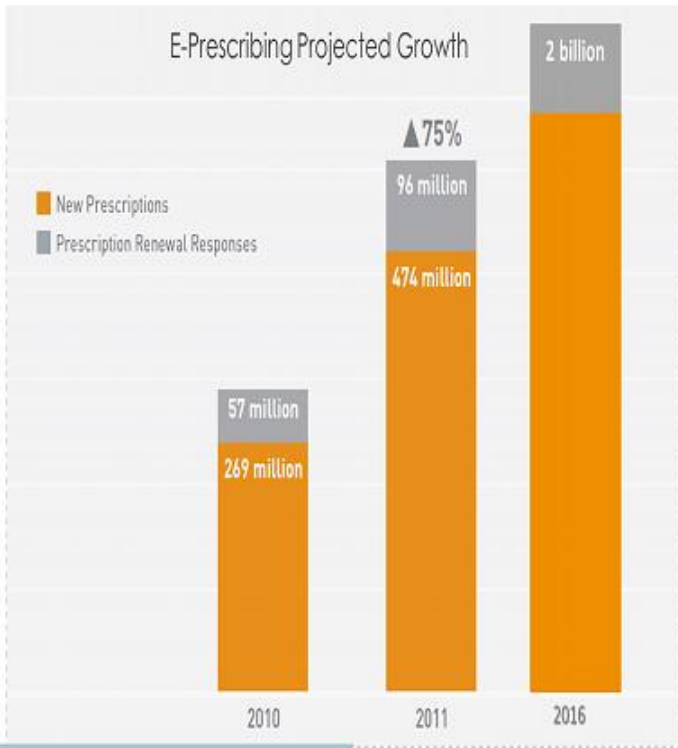
<sup>6</sup> Wolters Kluwer Health (PTD search)  
<http://www.wolterskluwerhealth.com/>



<sup>7</sup> Pharmaceutical Care Management Association  
<http://www.amundsen.com/>



## Key Trends— Physicians Practice Flow is now Electronic!



### Did You Know...

- 570M prescriptions were routed electronically in 2011?
- More than 1 in 2 office-based physicians will be e-prescribed in 2011?



# About OPTIMIZERx Corporation

The Right Solutions, The Right Technology, The Right Opportunity

## SampleMD™ technology and

- Integrated directly into the workflow of over 250+ EMR ePrescribe systems
- Reaches 200,000 health providers
- The preferred way to access branded prescription vouchers, co-pay savings, and other support programs



# SampleMD™ Promotional Technology

Promotion to Doctors at **Most Critical Time:** Point of Prescribe!



Better Access.  
Better Results.

# SampleMD™ Promotional Technology

Each Platform Offers A Cost-Effective Process



**OptimizeRx website**—industry standard, rules-based, and embedded functionality

- **eCoupons:** eVouchers and eCoupons generated from the EMR/ePrescribe System
- **Patient Education:** Access Patient Education and Adherence Programs at the point of prescribing
- **Product Info & Support:** Access product information and live support from the EMR/ePrescribe System
- **Rep Visit:** Health providers can request a Rep Visit and appointment time



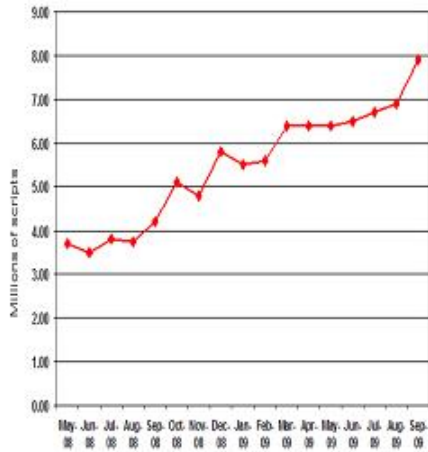
# Key Health Systems & ePrescribe Platforms

## Full Integration





**SampleMD** is partnering with the largest 'ePrescribing' and electronic healthcare record (EHR) software platforms to reach more targeted care providers who are active electronic prescribers



Allscripts forecasts:  
125 million scripts will  
be processed over the  
next 12 months

More Doctors Are Prescribing Medicines Online, WSJ, April 21, 2010  
Allscripts, April 2010

Allscripts has 70,000 active Physicians ePrescribe users

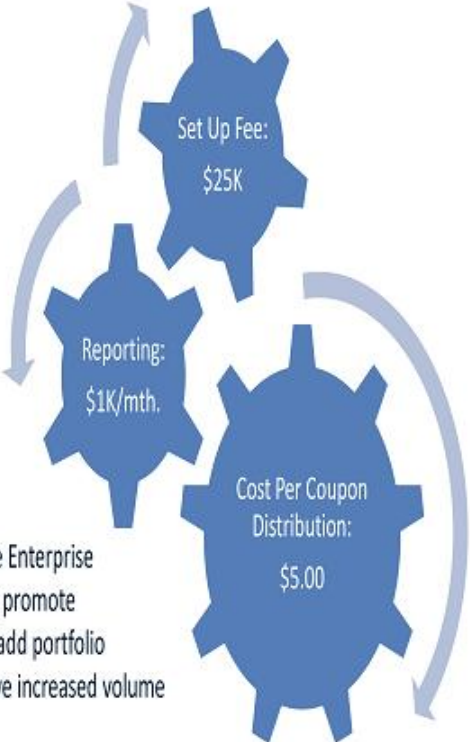


# Key Health Pharmaceutical & Health Care Clients

Building the Technology Pathway to Deliver Support from Leading Pharma companies



# SampleMD Revenue Metrics



NOTE: We do have Enterprise Wide discounts to promote Manufacturers to add portfolio of products to drive increased volume





## Thank you for your interest in **OTCBB: OPRX**

Key Stock Data:	Equivalents:	Financial Summary
Recent Price( 10/2/12): <b>\$1.45</b>	<b>20m</b> warrants are outstanding at \$2-3 strike price.	Total assets <b>\$2.4m</b> a/o 6/30/12
52 Week range: <b>\$0.53-\$1.97</b>	Management holds certain option agreement's	Liabilities: \$1.1 a/o 6/30/12 mostly trade payables
MKT CAP: <b>\$20.1m</b> primary only		2011 revenue:\$1.1m 2011 loss: \$(2.1m)
Ave Volume: <b>13,000</b> (trailing3 mos.)	Fully diluted share count w equivalents: <b>34m.</b>	2012 revenue for 6 mos: <b>\$844,000.</b> 2012 6 mos. net loss <b>(\$376,000)</b>

Company contact : Mr. Dave Harrell  
248.651.6568 office  
dharrell@samplemd.com

IR Contact: Craig T. Stewart  
585-737-9966 cell  
cstewart@ncainc.com



