

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): September 21, 2020

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction
of incorporation)

001-38543

(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 (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 September 21, 2020, we issued a press release concerning our webinar series this week with a panel of industry experts and thought leaders presenting innovative ideas for improving medication launches. 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 September 21, 2020](#)

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: September 21, 2020



OptimizeRx Continues Webinar Series, Introducing Innovative Ideas for Transforming New Medication Launches

Presented in Collaboration with the Digital Health Coalition and Diligent Health Solutions

ROCHESTER, Mich. – September 21, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies, physicians and patients, will resume its webinar series this week with a panel of industry experts and thought leaders presenting innovative ideas for improving medication launches.

OptimizeRx is presenting this webinar in collaboration with the Digital Health Coalition and Diligent Health Solutions. The organizations have teamed up to address pain points in patient adherence to new medications that present undesirable side-effects. The discussion will focus on ways life science companies can deliver more effective programs for such medications, and achieve better outcomes for patients and their care teams.

A panel of industry experts will discuss a new case study of an innovative and highly successful patient engagement program that helped patients successfully navigate the side effects of treatment and adhere to life-extending therapy.

The panel will be moderated by Mark Bard, co-founder of The DHC Group, and Rebecca Love, MSN, RN, principal of clinical innovations for OptimizeRx. They will be joined by Mary Anne Greenberg, CEO of Diligent Health Solutions; Eugene Borukhovich, COO of YourCoach.Health and former Global Head Digital Health at Bayer; and Chris DiCostanzo, vice president of client relations at OptimizeRx.

Topic: Innovative Ideas to Transform New Medication Launches: Case Study and Panel Discussion

Launching a new medication in a complex disease state is often fraught with complications that can impact medication adherence. While new medications can improve a patient's quality of life, they can also present significant side effects that result in patients abandoning treatment. When patients are faced with a life-threatening disease, unexpected or misunderstood side effects can trigger fears that the medication is having an adverse effect or worsening their condition.

This webinar will discuss innovative and best-in-practice approaches to new drug launches that explore the art, science and psychology of treatment and medication adherence. It will explore the complexities involved but also the opportunities for life science companies to deliver new programs that achieve positive outcomes for patients and their care teams. Join this incredible panel of industry experts and thought leaders who bring to the discussion decades of experience in innovative drug launches.

Date: Thursday, September 24

Time: 1:00 p.m. ET

The webinar is free and open to anyone in the industry interested in participating in a practical conversation with industry leaders.

Register today at www.optimizeRx.com/webinars.

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.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 as in section 21E of the Securities 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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