

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): December 17, 2018

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 (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.

**ITEM 8.01 OTHER EVENTS**

On December 17, 2018, OptimizeRx Corporation (the “Company”) updated its corporate presentation that it intends to use in connection with presentations at conferences and meetings with investors.

A copy of the Company’s presentation is filed hereto as Exhibit 99.1 and is hereby incorporated by reference herein.

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS.**

**(d) Exhibits.**

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">OptimizeRx Presentation.</a>

**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

Date December 17, 2018

/s/ Douglas Baker

Douglas Baker  
Chief Financial Officer



# OptimizeRx

Better Connections. Better Outcomes.

Nasdaq:OPRX



CORPORATE PRESENTATION

December 2018

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# Important Cautions Regarding Forward Looking Statements

This presentation has been prepared by OptimizeRx Corporation ("we," "us," "our," "OptimizeRx" or the "Company") and is made for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy securities, nor shall there be any sale of any securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The information set forth herein does not purport to be complete or to contain all of the information you may desire. Statements contained herein are made as of the date of this presentation unless stated otherwise, and neither this presentation, nor any sale of securities, shall under any circumstances create an implication that the information contained herein is correct as of any time after such date or that information will be updated or revised to reflect information that subsequently becomes available or changes occurring after the date hereof. 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 'believe,' 'expect,' 'may,' 'strategy,' 'future,' 'likely,' 'goal,' 'plan,' 'estimate,' 'possible' and 'seeking' and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. All statements other than statements of historical facts included in this presentation regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding our recent acquisition of CareSpeak Communications, the plans and objectives of management for future operations, including plans relating to the development of new products or services, and our future financial performance. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, competition within the industries in which we operate, the timing, cost and success or failure of new product and service introductions and developments, our ability to attract and retain qualified personnel, maintaining our intellectual property rights and litigation involving intellectual property rights, legislative, regulatory and economic developments, and the other risks and uncertainties described in the Risk Factors and in Management's Discussion and Analysis of Financial Condition and Results of Operations sections of our most recently filed Annual Report on Form 10-K and any subsequently filed Quarterly Report(s) on Form 10-Q. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

## Who We Are

- OptimizeRx is a **Digital Health** company
- Nation's largest **point-of-prescribe promotional platform** for the pharmaceutical industry
- **Digital, point-of-care communication** designed to improve prescription affordability and patient adherence:
  - Financial and Clinical Messaging (coupons, copays & vouchers / clinical information)
  - Patient Engagement (CareSpeak)
  - Brand Awareness



# Senior Management



**Will Febbo**  
 CEO

18+ years of experience leading health services & financial businesses



**Doug Baker**  
 CFO

25+ years of senior financial experience.



**Miriam Paramore**  
 President

30+ years of healthcare & health IT experience.



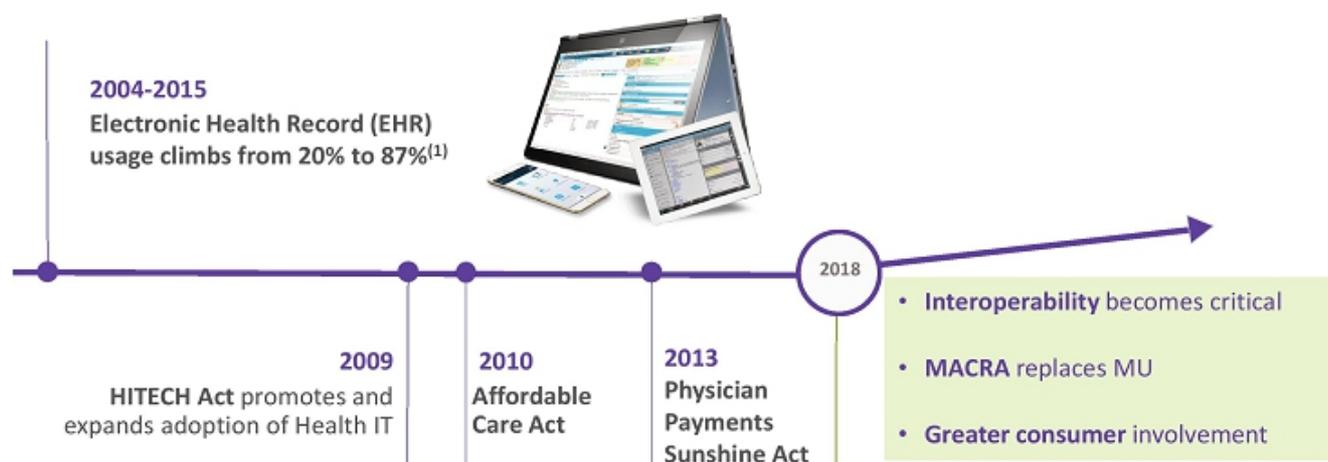
**Terry Hamilton**  
 SVP Sales

19+ years working in the pharmaceutical & biotech arenas.



# 2018: Inflection Point for HealthTech

Regulations, legislation, consumer activity, and changes in healthcare provider behavior driving opportunity for Digital Health Messaging



1.] Office of the National Coordinator for Health Information Technology, "Office-based Physician Electronic Health Record Adoption," Health IT Quick-Stat #50, [dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php](https://dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php), December 2016.

# Pharma Sales Rep Access to Physicians Severely Limited, Meanwhile Patient Costs Are Rising



**~60%**

of doctors' offices now ban or severely limit access of pharma reps and ability to deliver samples and savings coupons



**200%+**

rise in deductibles since 2008, while co-pay insurance costs have nearly doubled<sup>(1)</sup>



**Patients now increasingly look to their doctors** to provide information on financial assistance, but they no longer have it. Need a better way to deliver this assistance.

# Multiple Reasons Why Our Platform is the New Point-of-Care Solution for Communication



**5.6**  
Hrs/Day

Average daily EHR use by HCP<sup>1</sup>

More than double all other digital resources combined



**90%**

U.S. physicians now using EHR on a Daily Basis<sup>2</sup>

77% are ePrescribing<sup>3</sup>



**77%**

Of studies reported improved outcomes from SMS reminders<sup>4</sup>



**82%**

HCPs want Clinical & Patient Management tools in their workflow<sup>5</sup>



**520%**

Average ROI for pharma-sponsored financial support programs in eRx/EHR workflow<sup>6</sup>

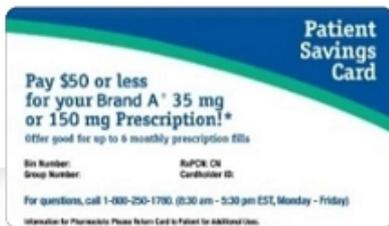
1. <https://www.ncbi.nlm.nih.gov/pubmed/28893831> <http://annals.org/aim/article-abstract/2546704/allocation-physician-time-ambulatory-practice-time-motion-study-4-specialties>  
2. <http://www.eveek.com/it-management/u.s.-adoption-of-electronic-health-records-nears-100-percent>  
3. <https://www.scribd.com/document/340808222/national-progress-reports-2151-npr-2017-finalB.pdf>  
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4211035/>  
5. <https://ehggroup.com/sites/default/files/2016-05/new-marketing-approach-healthcare-professionals.pdf>  
6. Source: OptimizeRx White Paper - Studies conducted by third-party analytics: Cognizant and Ogilvy Analytics 2015, 2016 on behalf of Top 5 global pharma companies

# We Deliver Digital Health Marketing Across 3 Key Areas

## Patient Financial Support



- Savings programs: eCoupons and vouchers
- Delivered electronically, then forward electronically to pharmacist or printed



## Clinical & Educational Messaging



- Clinical messages
- Competitive information
- New formulation announcements



## Patient Engagement



- Engage patients via automated text reminders
- Patient/pharmacist interaction via text enhances collaboration and patient care.



1.) Point of Care Marketing Congress 2015 Industry survey.

# Pharma's Most Valued Offering to Doctors: Drug Savings Vouchers & Co-pay Coupons



## 71%

of physicians agreed that co-pay programs improve access to treatment<sup>(1)</sup>

## 80%

of physicians polled were more likely to prescribe a drug with a co-pay card<sup>(2)</sup>

<sup>1</sup>) <https://www.mmm-online.com/home/channel/features/loyalty-programs-attitudes-to-co-pay-cards/> <sup>2</sup>) <https://corp.trialcard.com/trialcard-announces-normalization-optimizers-3E2%80%88/>

# How it Works: Financial Messaging/Savings Workflow

## STEP 1: SEARCH

Patient: Smith, John  
Gender, DOB: M, 5/13/1950  
Active Allergies: none  
Pharmacy: Pharmacy Inc, 123 Main st.

Choose Medication: Brand A

Coverage: Sample Plan

Back Select Sig Add to Script Pad Add & Review

☐ Patient is Eligible for Financial Savings.

☑ Brand A 35 MG - TAKE 1 TABLET ONCE WEEKLY

☑ Brand A 150 MG - TAKE 1 TABLET ONCE WEEKLY

- Healthcare provider searches for a brand drug within the EHR
- Alerted to potential savings for patient

## STEP 2: SELECTION

Patient: Smith, John  
Gender, DOB: M, 5/13/1950  
Active Allergies: none  
Pharmacy: Pharmacy Inc, 123 Main st.

Choose Medication: Brand A

Coverage: Sample Plan

Select Med Choose Patient Change Pharmacy Process Script Pad

Rx Date Medication & Sig Destination

05/15/2014 Brand A 35 MG - TAKE 1 TABLET ONCE WEEKLY QUANTITY 30 MG - REFILL 1-DAYS SUPPLY 30 Send to Pharmacy

PRINT COUPON Pay \$50 or less for your Brand A Prescription

- After selection, OptimizeRx instantly returns eligible patient financial support to review
- Offers print and/or instant electronic send-to-pharmacy option

## STEP 3: SEND & PRINT

Patient: Smith, John  
Gender, DOB: M, 5/13/1950  
Active Allergies: none  
Pharmacy: Pharmacy Inc, 123 Main st.

Patient Support

Print / Close

**Patient Savings Card**

Pay \$50 or less for your Brand A\* 35 mg or 150 mg Prescription!\*

Offer good for up to 6 monthly prescription fills.

Bin Number: 84PCB 03  
Group Number: Cardholder ID:

For questions, call 1-800-250-1796 (9:30 am - 5:30 pm EST, Monday - Friday)

Information for Pharmacist: Please return card to patient for additional fills.

To the Pharmacist: For a Patient with an Authorized Third-Party Payer: Submit the claim to the Payer. If not fully paid, then request the Patient use the Savings Plan as Secondary Payer as a co-pay with billing, using Other Coverage Code. The patient's maximum amount to pay will be \$50.00 or their co-pay whichever is less. We will receive the amount billed in your next reimbursement from Savings Plan, plus a handling fee.

To the Pharmacist: For a Patient Payer: Each time submit the claim to Savings Plan. It will either Co-insure (up to \$50.00). The patient's maximum amount to pay will be \$50.00. We will receive the remaining balance in your next reimbursement from Savings Plan, plus a handling fee.

Apply Patient Savings

- Savings offer sent along to pharmacist with ePrescription
- Full financial savings offer can be printed and given to patient



# How it Works: Clinical and Educational Messaging

Coverage: CVS/Caremark: 06000417 Patient Options

Drug Name	Strength	Unit	Dosage Form	Route
Calcium	0.1	MG	Tablet	Oral

No Alternatives

**Formulary Notes**

No formulary notes available.

**Sponsored Links**

**PRESCRIBING FOR GOUTY ARTHRITIS?**  
NEW APPROACH TO MANAGEMENT  
[Learn More](#)

Competitive Messaging:  
Designed to Raise Awareness  
of Alternative Therapy

Coverage: Touchstone Health Medicare Provider Patient Options

Drug Name	Strength	Unit	Dosage Form	Route
Rohto 11 MCG Eye	5	MCG/0.02ML	Solution Pen-Injector	Subcutaneous

Drug Name: Rohto 11 MCG Eye Status: Active

**Formulary Notes**

No formulary notes available.

**Sponsored Links**

Visit the HCP Site for **Rohto 11 MCG Eye**  
(0.1% gatifloxacin ophthalmic solution)  
[Get Samples Here](#)

Complementary Messages  
Displayed with Related  
Medications

Coverage: CVS/Caremark: 06000417 Patient Options

Drug Name	Strength	Unit	Dosage Form	Route
Astapro	0.15	%	Solution	Nasal

(azelastine HCl)

**Sponsored Links**

**Eligible pts pay no more than \$25**  
with automatic e-Coupon for  
Astapro 0.15% (azelastine HCl)  
[View Details](#)

Self-Message:  
New Formulation  
Announcements

# Acquired CareSpeak Communications Interactive Health Messaging Platform

- **Mobile health messaging platform:** direct, real-time interactive health messaging
- **Designed to:**
  - Help patients manage their health:
    - Cost-saving co-pay programs
    - Medication reminders
    - Refill notices
    - Side effects information
  - Address critical industry need for direct communication between pharma and patients
  - Deliver greater medication adherence, patient engagement and healthier outcomes

1.) <https://www.carespeak.com/corp/news/249-simple-technology-extends-patient-s-time-on-therapy-with-specialty-medications-for-up-to-3-5-months> <https://www.aveila.com/news?h5ctaTracking=fc11656e-0f15-44d4-8873-0e0553c8017c81284b1a-8f40-41df-84a5-da946d61a717>

2.) <https://www.carespeak.com/corp/news/225-carespeak-helps-molina-get-more-personal-with-members-using-two-way-health-messaging>



# Rapid & Expansive Growth of EHRs Creates Fragmented & Complex Health Tech Ecosystem



As a Result, EHR  
Market is  
Fragmented and  
Competitive



1.) <http://clinicianstoday.com/why-are-there-so-many-ehr-systems-analyzing-a-bloated-market/>



# We Offer Strong Value Proposition to Pharma Clients & Industry Partners

- **Huge Market Opportunity for All:** 1.7 billion eRx transactions annually and growing. Hundreds of EHRs used constantly by health care providers (HCPs)<sup>1</sup>
- **Proven Proprietary Technology:** Delivered via nation's largest promotional eRx network
- **Major Benefits for all Stakeholders:** High-value support to healthcare workflow, reducing costs, improving patient outcomes
- **Multiple Studies Confirm High ROI:** OptimizeRx grows total prescriptions with unique communication strategies
- **Fact:** Leading pharma manufacturers report 300% - 1,200%+ in ROI. Supports that our eCoupons solution is one of the most effective digital strategies available today<sup>2</sup>

1. [https://www.enr.com/direct/default-source/national-progress-reports/2151\\_npr\\_2017\\_final0.pdf](https://www.enr.com/direct/default-source/national-progress-reports/2151_npr_2017_final0.pdf) 2. Source: OptimizeRx White Paper - Studies conducted by third-party analytics: Cognizant and Ogilvy Analytics 2015, 2016 on behalf of Top 5 global pharma companies

## World-Leading Customers & Partners

### Customers

**Astra Zeneca**

**Bayer**

**Eli Lilly**

**Merck**

**Novartis**

**Pfizer**

**Sanofi**

### Partners

**Allscripts**

**Amazing Charts**

**Care360**

**DrFirst**

**iSalus Healthcare**

**Medicom Health**

**Patient Connect**

**WPP**

# Strategic Partnership with Medicom Health = Access to Hospitals Nationwide

- **600+ leading hospitals** use Medicom Health's best-in-class digital tools to engage millions of consumers
- We can now deliver offers of medication savings to qualified patients in health care systems that use **Epic and Cerner EHRs**
- Connectivity to these two major EHRs scales our platform to potentially **reach millions of new patients**
- Expands pharma marketing budgets, drives revenue growth

## Medicom Health



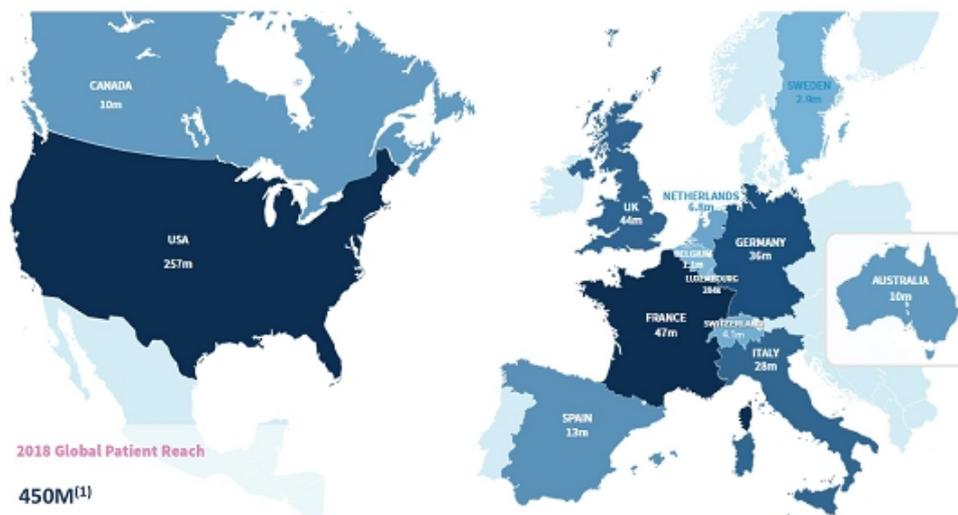
# Patient Connect: Going Global with Strategic Partnership

London-based Patient Connect Delivers Real-time Messaging at Point-of-Care Across Europe

## Patient Connect

- ~450 million patients<sup>(1)</sup> reached through global pharmacy network partners
- 50%+ of all dispensed retail scripts in key markets covered
- We expect pilot revenue in 2018, revenue ramp in 2019

Global Reach of Patient Connect's Pharmacy Network



<sup>1</sup> <https://www.patientconnect.co.uk/what-we-do/#patient-reach>

## Key Stats & Indicators (Nasdaq: OPRX)

<b>Stock Price (11/30/2018)</b>	<b>\$16.24</b>
52 Week Low-High	\$3.36-\$18.39
Avg. Daily Vol. (50-day)	59,986
Shares Outstanding (11/30/18)	12.0M
Public Float, est.	~69%
Management/Board Holdings <sup>1</sup>	~7%
Insider Holdings <sup>2</sup>	~31%
Institutional Holdings	~27%
Market Cap	\$195.1M
Price/Net Revenue (ttm)	10.5x
Fiscal Year End	Dec. 31
Employees (@ 10/31/2018)	37

<b>Net Revenue (ttm)</b>	<b>\$18.6M</b>
Net Income (mrq)	\$0.2M
Accounts Receivable (mrq)	\$5.2M
Cash (@9/30/2018)	\$13.5M
Total Assets (mrq)	\$19.8M
Total Debt (mrq)	\$0.0M
Total Liabilities (mrq)	\$2.6M



Data source: Nasdaq.com.

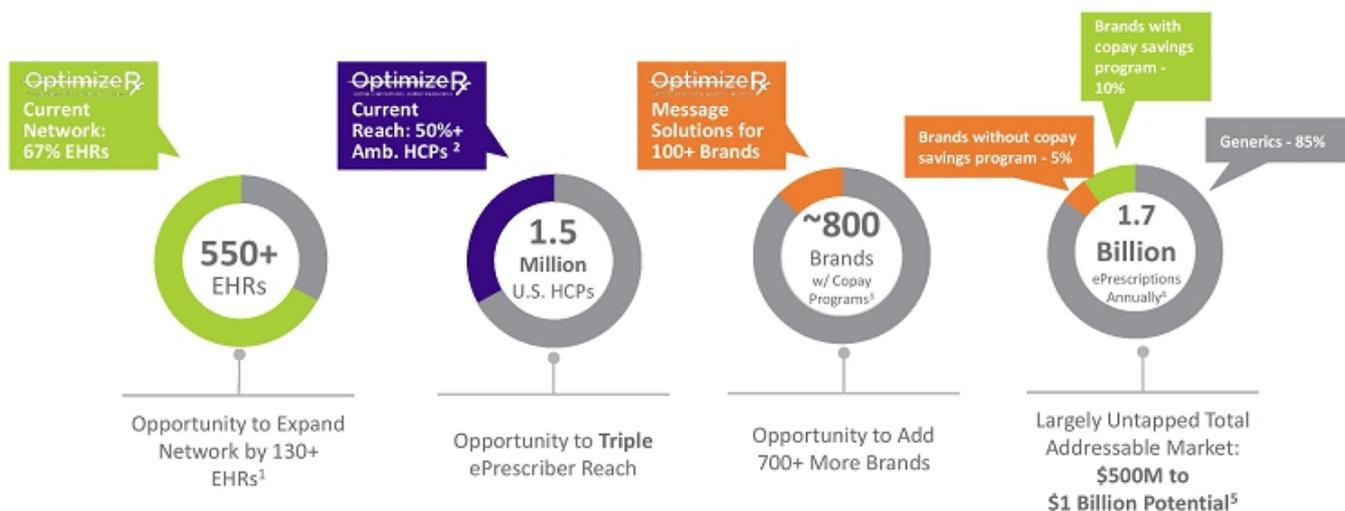
1) Management/Board Holdings includes OptimizeRx management options.

2) Insider holdings also includes WPP & OptimizeRx management options.

3) Strategic Ownership = WPP (LSE:WPP).

(ttm) = trailing 12 months at September 30, 2018; (mrq) = most recent quarter at September 30, 2018.

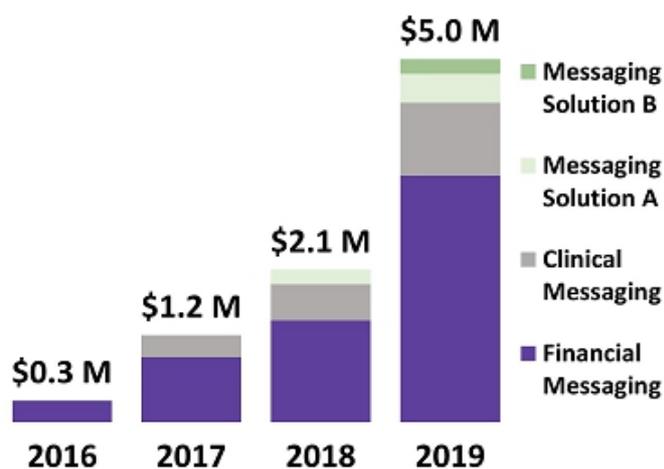
# Opportunity to Expand EHR & ePrescriber Reach and Add Brands; Large Total Addressable Market



1.) <http://clinicianstoday.com/why-are-there-so-many-ehr-systems-analyzing-a-bloated-market/> 2.) Calculated by dividing OptimizeRx Total EHR network provider from internal data (567k) by total ambulatory market of ~990k – sources: <https://www.kff.org/other/state-indicator/total-active-physicians/?currentTimeframe=0&sortModel=%7B%22colid%22%3A%22location%22%3A%22sort%22%3A%22asc%22%7D> - <https://www.fsmh.org/sites/assets/advocacy/publications/2016census.pdf> 3.) <https://www.naslist.org/pep-info/brand-drug-list-print> 4.) <https://www.scribd.com/document/40011111/Source/Notional-Progress-Reports-2151-Nov-2017-Final-Ed> 5.) Assumptions are for market estimates only and do not imply any projections or expected performance.

# Highly Scalable Revenue Model - Example<sup>(1)</sup>

**OptimizeRx Revenue Growth from Client A**



1.) Assumes additional growth in HCP reach and ERX integration.

Digital Health Messaging Solutions	Client A	10 Clients	100 Clients
Financial Messaging	\$3.4M	\$34M	\$340M
Clinical Messaging	\$1M	\$10M	\$100M
Messaging Solution A	\$400K	\$4M	\$40M
Messaging Solution B	\$200K	\$2M	\$20M
<b>Total Revenue - 2019</b>	<b>\$5M</b>	<b>\$50M</b>	<b>\$500M</b>

# Strong Momentum in Financial Performance

\$Millions

Annual Revenue Growth and GAAP Operating Income



# Consolidated Statement of Operations

(in thousands)

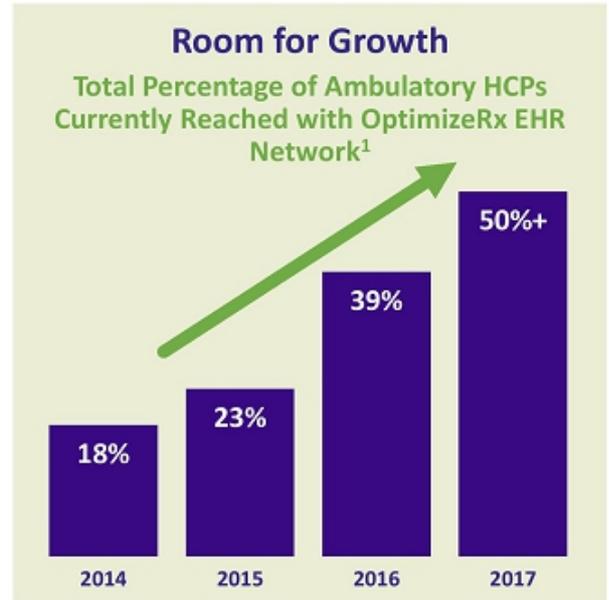
	Nine-months ended September 30,		Three-months ended September 30,	
	2018	2017	2018	2017
Revenue	\$ 9,952	\$ 5,729	\$ 3,990	\$ 2,077
Revenue - Related Party	4,675	2,391	1,425	1,026
<b>Total Revenue</b>	<b>14,627</b>	<b>8,121</b>	<b>5,415</b>	<b>3,103</b>
Revenue Share Expense	6,514	4,691	2,269	1,704
Gross Profit	8,113	3,430	3,146	1,399
Gross Margin	55.5%	42.2%	58.1%	45.1%
Total Operating Expenses	7,808	5,320	2,923	2,029
<b>Income (Loss) from operations</b>	<b>306</b>	<b>(1,891)</b>	<b>223</b>	<b>(630)</b>
Operating Margin	2.1%	(23.3%)	4.1%	(20.3%)
Other income (expense), net	31	24	22	7
Interest expense	-	-	-	-
Total other income	31	24	22	7
Net loss before income taxes	336	(1,867)	245	(623)
Income tax benefit	-	-	-	-
<b>Net Income (Loss)</b>	<b>336</b>	<b>(1,867)</b>	<b>245</b>	<b>(623)</b>
Interest (income)/expense, net	(31)	(24)	(22)	(7)
Income tax (benefit)/expense	-	-	-	-
Depreciation and amortization	163	213	54	71
Stock-based compensation expense	1,722	497	708	205
<b>Adjusted EBITDA<sup>1</sup></b>	<b>\$ 2,191</b>	<b>\$ (1,181)</b>	<b>\$ 986</b>	<b>\$ (354)</b>
Adjusted EBITDA Margin <sup>1</sup>	15.0%	(14.5%)	18.2%	(11.4%)

1.) Non-GAAP financial measure.

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## Key Takeaways

- **Market Opportunity:** 1.7 billion eRx transactions annually, with point-of-care marketing spend increasing
- **Proven proprietary technology delivered over industry's largest promotional eRx platform:** infinitely scalable for an expanding market without need for extensive future investment
- **Low fixed corporate overhead model:** highly leverageable/scalable financial opportunity
- **World-leading** pharma customers and EHR partners with healthy pipeline currently for 2019 in both areas
- **High-growth & profitable:** net revenue up **75%** to record \$5.4M in Q3 2018, \$0.02 EPS

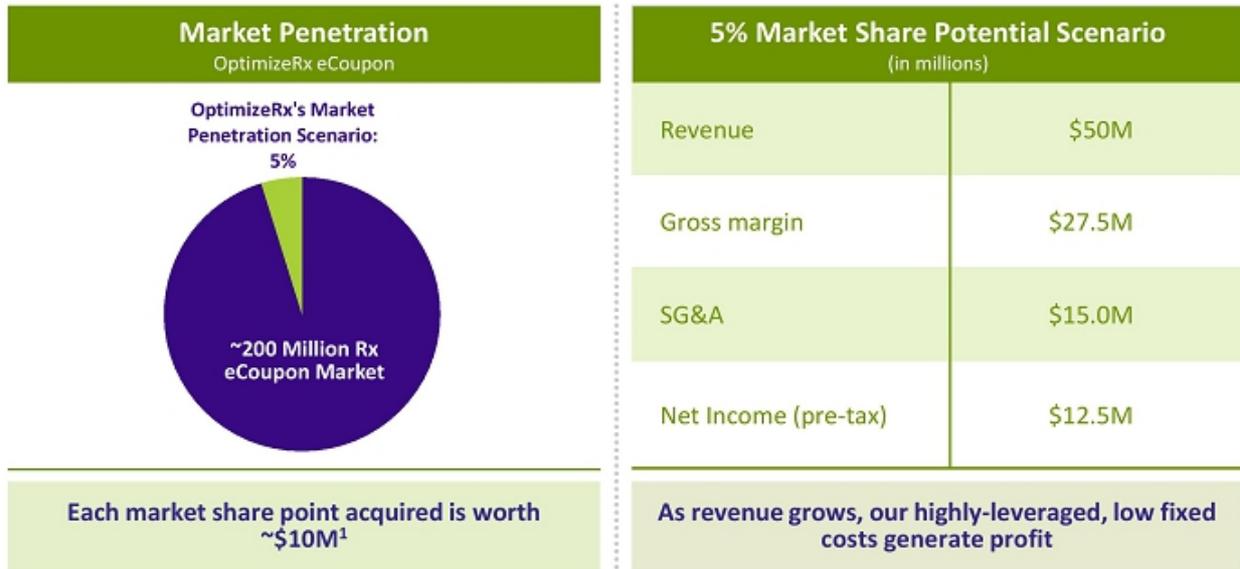


1.) Per Company estimates.

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# APPENDIX

# Rx eCoupon Market Opportunity Financial Model



1.) Based on pricing per transaction assumptions, setup fees and monthly reporting fees.