

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): October 2, 2017

OptimizeRx Corporation
(Exact name of registrant as specified in its charter)

Nevada

000-53605

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.

SECTION 8 – Other Events

Item 8.01 Other Events

On October 2, 2017, we issued a press release concerning our partnership with Aprima Medical Software to help patients save money and be better educated about their prescriptions. 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 October 2, 2017](#)

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: October 3, 2017



**OptimizeRx Launches Automated Financial Messaging within Aprima EHR,
Providing Prescription Cost Savings at Point of Care**

Rochester, MI and Richardson, TX, (October 2, 2017) — OptimizeRx Corp. (OTCQB: OPRX), the nation’s leading provider of digital health messaging via electronic health records (EHRs), has partnered with Aprima Medical Software to help patients save money and be better educated about their prescriptions.

Aprima provides innovative EHR, practice management, population health and revenue cycle management solutions for medical practices. For nearly two decades, the company has delivered quality solutions that have helped tens of thousands of users enhance patient care and satisfaction, as well as improve their practices’ bottom lines.

OptimizeRx services will operate seamlessly within the Aprima EHR provider workflow, and alert health care providers (HCPs) to potential prescription savings and support information for patients.

“OptimizeRx integration within our EHR allows valuable prescription-related financial information and education to be delivered right at the point of care by providers using the Aprima system,” said Aprima COO, Neil Simon. “Incorporating OptimizeRx into the Aprima EHR helps improve the accuracy, speed and efficiency with which our providers answer patient questions about their prescriptions. In addition, with OptimizeRx, patients can save money on their prescriptions, which is very welcomed in this environment of growing healthcare costs and patient out-of-pocket expenses.”

OptimizeRx growing eRx network includes more than 370 EHRs that reach over 500,000 HCPs in the U.S., making it the healthcare industry’s largest point-of-prescribe promotional network.

“Our partnership with Aprima, a leader in the EHR health industry, expands our growing EHR network,” said Miriam Paramore, president of OptimizeRx. “HCPs are now spending about half their professional time engaged in their EHR platform. HCPs using Aprima system can now dramatically enhance their workflow experience with OptimizeRx’s suite of services, which provides access to financial assistance and patient education.”

About Aprima Medical Software, Inc.

Aprima provides innovative electronic health record (EHR), practice management (PM), population health and revenue cycle management (RCM) solutions for medical practices. For nearly two decades, the company has delivered quality solutions that have helped tens of thousands of users enhance patient care and satisfaction, as well as improve their practices’ bottom lines. The Aprima EHR/PM solution sets the benchmark for ease-of-use, speed and flexibility, thanks to its single application, single database and customizable design that adapts automatically to individual physician workflows. Aprima has a proven track record of compliance with government initiatives, such as Meaningful Use and ICD-10, has been awarded pre-validation status for NCQA PCMH recognition and has been given the [Frost & Sullivan 2017 Award for Product Leadership](#). The company is based in Richardson, Texas and performs all development, support and implementation from within the U.S. To learn more about how Aprima can help your practice, please visit www.aprima.com, call us at 844 4APRIMA or email us at info@aprima.com.

About OptimizeRx

OptimizeRx® (OTCQB: OPRX) is the nation's leading provider of digital health messaging via electronic health records (EHRs). The company's cloud-based solution supports patient adherence to medications by providing convenient access to financial assistance, prior authorization, education, and critical clinical information. The company's network is comprised of more than 370 independent EHR platforms, providing more than half a million healthcare providers access to these benefits within their e-prescribing workflow and at the point of care. The largest of its kind, the OptimizeRx EHR network helps improve patient care and outcomes by providing a direct channel for pharma companies to communicate with healthcare providers. 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 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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