

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): July 23, 2019

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.

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 July 23, 2019, we issued a press release announcing a new partnership and integration with NextGen Healthcare, Inc. (Nasdaq: NXGN). 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 July 23, 2019](#)

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: July 24, 2019



OptimizeRx Establishes Direct Partnership and Integration with NextGen Healthcare

More Than 55,000 Prescribers on the NextGen® Enterprise Network Will Have Immediate Access to OptimizeRx's Point-of-Care Platform That Links the Pharma-Physician-Patient-Payor Continuum

ROCHESTER, Mich. – July 23, 2019 – OptimizeRx Corp. (Nasdaq: OPRX), a leading platform for digital health messaging in the pharmaceutical industry, announced a new partnership and integration with NextGen Healthcare, Inc. (Nasdaq: NXGN). Providers using NextGen® Enterprise—a full suite of comprehensive technology solutions including electronic health record (EHR), practice management (PM) and revenue cycle management (RCM) solutions—will have immediate access to OptimizeRx's real-time cloud-based platform.

“Teaming up with OptimizeRx allows us to provide our clinicians real-time access to valuable pharmaceutical data and insights that promote affordability and enhance quality care. As a result, patients can better access and afford medications vital to their overall well-being,” said John S. Beck, Chief Solutions Officer and Executive Vice President, NextGen Healthcare.

The OptimizeRx platform will integrate directly into NextGen Enterprise's EHR workflow, enabling the extensive 55,000+ prescriber network real-time access to critical information from key pharma manufacturers. Providers have access to patient savings opportunities for many prescribed medications—a particularly pertinent need of patients as a recent report by TransUnion Healthcare indicated a 12 percent increase in out-of-pocket healthcare costs in 2018. Additionally, direct EHR integration means providers can, at the point of care, deliver patient support and brand enrollment beyond the e-coupon to support adherence and care.

“Given the financial landscape in today's healthcare environment, it's more critical than ever that we work together to bridge the communications gap between key stakeholders in the care journey: providers, patients and the pharma industry,” said Will Febbo, CEO at OptimizeRx. “Our partnership with NextGen Healthcare, the leading provider of ambulatory-focused technology solutions, will allow us to empower providers with critical patient savings opportunities from the pharma industry—thus empowering the patient with lowered costs and improved adherence rates. This marks a significant step in the direction towards improving quality care.”

For more information on OptimizeRx, its platform or its partners, visit www.optimizerx.com.

About OptimizeRx

OptimizeRx® (Nasdaq: OPRX), a digital health company, connects pharmaceutical companies to patients and providers, offering greater affordability, adherence and brand awareness at the point-of-care. As the nation's largest point-of-prescribe promotional platform for the pharmaceutical industry, OptimizeRx provides a direct channel for pharma companies to communicate with healthcare providers right within their workflow.

The cloud-based solution supports patient adherence to medications with real-time access to financial assistance, prior authorization, education and critical clinical information. OptimizeRx provides more than half of the ambulatory patient market with access to these benefits through leading EHR platforms like Allscripts, Amazing Charts and Quest, and directly via its mobile communications platform.

For more information, follow the company on Twitter, LinkedIn or visit www.optimizerx.com.

About NextGen Healthcare, Inc.

NextGen Healthcare provides a range of software, services, and analytics solutions to medical and dental group practices. The company's portfolio delivers foundational capabilities to empower physician success, enrich the patient care experience, and enable the transition to value-based healthcare.

Visit www.nextgen.com for additional information. Follow NextGen Healthcare on Facebook, Twitter, LinkedIn and Instagram.

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.

OptimizeRx Contact

Doug Baker, CFO
Tel (248) 651-6568 x807
dbaker@optimizerx.com

Media Relations Contact

Nicole Brooks, Innsena Communications
Tel (860) 800-2344
nicolebrooks@innsena.com

Investor Relations Contact

Ron Both, CMA
Tel (949) 432-7557
oprxcma@cma.team

NextGen Healthcare Media Relations Contact

Priya Dua
Tel (949) 237-5254
pdua@nextgen.com
