

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 21, 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 October 21, 2019, we issued a press release concerning sponsoring the WOMEN at HLTH program at HLTH 2019, the nation’s largest conference focused on health innovation. The conference is being held on October 27-30, 2019 at the MGM Grand in Las Vegas. 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 21, 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

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Douglas Baker

Chief Financial Officer

Date October 21, 2019



### OptimizeRx Sponsors WOMEN at HLTH Program at the 2019 HLTH Conference

**ROCHESTER, Mich. – October 21, 2019** – OptimizeRx Corp. (Nasdaq: OPRX), a leading platform for digital health messaging in the pharmaceutical industry, is sponsoring the WOMEN at HLTH program at HLTH 2019, the nation’s largest conference focused on health innovation. The conference is being held on October 27-30, 2019 at the MGM Grand in Las Vegas.

HLTH is a one-of-a-kind ecosystem event for the health industry, bringing together more than 5,000 senior leaders to address the most pressing problems facing healthcare today. The event attracts senior leaders from payers, providers, employers, investors, fast-growing startups, pharma, policymakers and innovation centers, who together are looking to actualize the most promising solutions.

WOMEN at HLTH is a series of activities at HLTH focused on advancing and empowering women. The events will feature organizations implementing strategies and experiencing successes in advancing women into executive roles across the health ecosystem.

“We are proud to sponsor WOMEN at HLTH Program and support HLTH that brings together key industry stakeholders to discover new ways to effectively use digital health to achieve better patient outcomes,” commented OptimizeRx president, Miriam Paramore. “Our digital health platform provides unprecedented transparency into medication-related patient behavior, along with access to patient-provider-pharma-payer communication ‘across the continuum.’ It allows pharmaceutical companies, healthcare providers and payers alike to address medication affordability and adherence issues faster and more effectively.”

OptimizeRx recently announced the acquisition of the digital therapeutics SaaS provider, RMDY Health, as well as an exclusive three-year partnership with NewCrop, a provider of integrated electronic prescribing software.

OptimizeRx will participate in the HLTH Hosted Buyer Program, where they will be matched with buyers and influencers in introductory meetings. Dr. Amir Kishon, RMDY Health co-founder and CEO, and Serge Loncar, head of patient engagement services at OptimizeRx, are scheduled to participate in the introductory meetings.

For more information on OptimizeRx, its products or other news, visit [www.optimizeRx.com](http://www.optimizeRx.com).

## **About HLTH**

HLTH is the leading event for innovation in the health industry. It's an unprecedented, large-scale forum for individuals, companies, and policymakers who are reshaping the health industry to learn, collaborate and evolve. The event is unique in bringing together all key stakeholders, ranging from established payers, providers, employers, and pharma services to disruptive startups and prolific investors, as well as representatives from government, academia, health associations and business groups, media, and industry analysts. By leading the development of a new dialogue and ecosystem, HLTH's mission is to drive substantial reductions in health costs and dramatic increases in health quality. HLTH takes place on October 27-30, 2019 at the MGM Grand's brand new conference facility. For more information, visit [hlth.com](http://hlth.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 digital platform connecting life sciences to the point-of-care, 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](http://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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