

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 27, 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.

SECTION 8 – Other Events

Item 8.01 Other Events

On September 27, 2018, we issued a press release about our partnership with Medicom Health, a software company that creates evidence-based health and wellness applications for enriched online consumer engagement at more than 600 hospitals nationwide.

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 27, 2018](#)

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 27, 2018



OptimizeRx Partners with Medicom Health to Bring Automated Medication Savings Directly to Patients at Hospitals Nationwide

Seamless Inclusion of Relevant Discount Offers in EHRs Deliver Financial Relief to Patients at Discharge, Improving Medication Adherence and Outcomes

ROCHESTER, Mich., (September 27, 2018) — OptimizeRx Corp. (NASDAQ: OPRX), a leading provider of digital health messaging for the pharmaceutical industry, has partnered with Medicom Health, a software company that creates evidence-based health and wellness applications for enriched online consumer engagement at more than 600 hospitals nationwide.

The partnership will enable providers to automatically embed medication savings offers for qualified patients into their electronic health record (EHR) system workflows in real-time, as prescribing occurs.

“By partnering with OptimizeRx, we’re taking a major step toward empowering healthy patient outcomes post-discharge,” said Will Sigsbee, CEO of Medicom Health. “Now more than ever, hospitals and health systems need proven approaches that support value-based care, reduced readmissions and improvements in the overall patient experience. Our strategic partnership with OptimizeRx will provide patients with drug savings options that ultimately lead to increased medication adherence, and thus reduced readmission rates, better patient satisfaction and improved quality metrics.”

Rising drug costs are a sizeable industry challenge, and in recent years, copay coupons and savings vouchers have delivered needed relief to the affordability issue. Medication adherence improves when patients can identify ways of lowering their co-payments, according to industry research. The strategic partnership allows OptimizeRx to include patient savings opportunities directly in the workflows of hospital EHRs and demonstrate a positive impact on medication adherence and patient outcomes.

Miriam Paramore, president of OptimizeRx, commented, “Medicom Health’s proven ability to provide best-in-class patient engagement for the industry’s largest health systems aligns closely with our company’s goal to leverage a direct communication channel to patients for pharmaceutical manufacturers offers.”

“Our strategic partnership will empower health systems that use Epic and Cerner with connectivity to these medication savings offers,” continued Paramore. “Connectivity to these two EHRs through Medicom Health allows us to scale our platform and reach millions of new patients.”

For more information, visit www.medicomhealth.com/rx-savings/ and www.optimizerx.com.

About Medicom Health

Medicom Health is an established health technology company dedicated to empowering health engagement via world-class digital solutions. For 18 years the company has developed innovative, award-winning solutions for high-profile health organizations including pharma, medical associations & health systems. Today, over 600 leading hospitals use Medicom Health's best-in-class digital tools to engage millions of consumers. For more information, visit www.medicomhealth.com.

About OptimizeRx

OptimizeRx® (NASDAQ: OPRX) is one of the nation's leading providers of digital health messaging via electronic health records (EHRs), providing a direct channel for pharma companies to communicate with healthcare providers. The company's cloud-based solution supports patient adherence to medications by providing real-time access to financial assistance, prior authorization, education, and critical clinical information. The company's network is comprised of leading EHR platforms like Allscripts, Amazing Charts and Quest, and provides more than half of the ambulatory patient market with access to these benefits within their workflow at the point-of-care. 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.

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
oprX@cma.team
