

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT
TO RULES 13d-1(b) (c), AND (d) AND AMENDMENTS THERETO FILED
PURSUANT TO RULE 13d-2(b)

(Amendment No.)*

OptimizeRx Corporation

(Name of Issuer)

Common stock

(Title of Class of Securities)

68401U204

(CUSIP Number)

February 26, 2020

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this
Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting
person's initial filing on this form with respect to the subject class of
securities, and for any subsequent amendment containing information which
would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be
deemed to be "filed" for the purpose of Section 18 of the Securities
Exchange Act of 1934 or otherwise subject to the liabilities of that
section of the Act but shall be subject to all other provisions of the
Act (however, see the Notes).

CUSIP No. 68401U204

13G

1. NAME OF REPORTING PERSONS

Avenir Corporation

I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

54-1146619

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)
(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

State of Virginia, USA

NUMBER OF	5.	SOLE VOTING POWER
SHARES		0
BENEFICIALLY	6.	SHARED VOTING POWER
OWNED BY		717,474
EACH	7.	SOLE DISPOSITIVE POWER
REPORTING		0
PERSON	8.	SHARED DISPOSITIVE POWER
WITH		717,474

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

717,474

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

NA

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.06%

12. TYPE OF REPORTING PERSON

IA

1. NAME OF REPORTING PERSONS

Peter C. Keefe

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)
(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

UNITED STATES OF AMERICA

NUMBER OF 5. SOLE VOTING POWER
SHARES 0BENEFICIALLY 6. SHARED VOTING POWER
OWNED BY 717,474EACH 7. SOLE DISPOSITIVE POWER
REPORTING 0PERSON 8. SHARED DISPOSITIVE POWER
WITH 717,474

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

717,474

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

NA

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.06%

12. TYPE OF REPORTING PERSON

IN

1. NAME OF REPORTING PERSONS

James H. Rooney

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

(a)
(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

UNITED STATES OF AMERICA

NUMBER OF 5. SOLE VOTING POWER
SHARES 0BENEFICIALLY 6. SHARED VOTING POWER
OWNED BY 717,474EACH 7. SOLE DISPOSITIVE POWER
REPORTING 0PERSON 8. SHARED DISPOSITIVE POWER
WITH 717,474

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

717,474

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

NA

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.06%

12. TYPE OF REPORTING PERSON

IN

Item 1(a). Name of Issuer:

OptimizeRx Corporation

Item 1(b). Address of Issuer's Principal Executive Offices:

400 Water Street, Suite 200
Rochester, MI 48307

Item 2(a). Name of Person Filing:

This Schedule 13G ("Schedule") is being filed on behalf of Avenir Corporation ("Avenir"), a Virginia corporation, Peter C. Keefe and James H. Rooney (Messrs. Keefe and Rooney along with Avenir are "Reporting Persons").

Avenir is an investment adviser registered under the Investment Advisers Act of 1940, as amended ("Advisers Act").

Messrs. Keefe and Rooney are portfolio managers and shareholders of Avenir.

Item 2(b). Address of Principal Business Office, or if None, Residence:

1775 Pennsylvania Avenue NW, Suite 650
Washington, DC 20006

Item 2(c). Citizenship:

State of Virginia, USA

Item 2(d). Title of Class of Securities:

Common Stock

Item 2(e). CUSIP Number:

68401U204

Item 3. If This Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:

- (a) Broker or dealer registered under Section 15 of the Exchange Act.
- (b) Bank as defined in Section 3(a)(6) of the Exchange Act.
- (c) Insurance company as defined in Section 3(a)(19) of the Exchange Act.
- (d) Investment company registered under Section 8 of the Investment Company Act.
- (e) An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h) A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i) A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j) Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

If this statement is filed pursuant to Rule 13d-1(c), check this box.

Item 4. Ownership.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned:

717,474

(b) Percent of class:

5.06%

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote

0

(ii) Shared power to vote or to direct the vote

717,474

(iii) Sole power to dispose or to direct the disposition of

0

(iv) Shared power to dispose or to direct the disposition of

717,474

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following. []

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

NA

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

NA

Item 8. Identification and Classification of Members of the Group.

NA

Item 9. Notice of Dissolution of Group.

NA

Item 10. Certifications.

(a) The following certification shall be included if the statement is filed pursuant to Rule 13d-1(b):

"By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having such purpose or effect."

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 27, 2020

Date

/s/ James H. Rooney

Signature

James H. Rooney, President

Name/Title

/s/ Peter C. Keefe

Signature

Peter C. Keefe

Name/Title

/s/ James H. Rooney

Signature

James H. Rooney

Name/Title

EXHIBIT A

The undersigned agree that this Schedule 13G, dated February 27, 2020, relating to the Common Stock of Denny's Corporation, shall be filed on behalf of the undersigned.

Avenir Corporation

/s/ James H. Rooney

Signature

James H. Rooney, President

Name/Title

/s/ Peter C. Keefe

Signature

Peter C. Keefe

Name/Title

/s/ James H. Rooney

Signature

James H. Rooney

Name/Title

