

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 26, 2017

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 26, 2017, we issued a press release concerning our partnership with iSalus Healthcare, an industry-leading EHR, practice management, medical billing services and telehealth company. 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 September 26, 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: September 27, 2017



OptimizeRx Launches Automated Financial Messaging within iSalus Healthcare's EHR, Providing Prescriptions Cost Savings

INDIANAPOLIS, IN and ROCHESTER, MI, (September 26, 2017) OptimizeRx® Corporation (OTCQB: OPRX), the nation's leading provider of digital health messaging via electronic health records (EHRs), has partnered with iSalus Healthcare, an industry-leading EHR, practice management, medical billing services and telehealth company.

iSalus Healthcare's mission is to partner with healthcare professionals and provide an affordable yet innovative electronic health record and practice management solutions that will increase their efficiency, so they can spend more time focusing on patient care while continuing to grow their practice and maximize profitability.

OptimizeRx services will operate seamlessly within iSalus' EHR, and alert health care providers (HCPs) to potential prescription savings and support information for their patients.

"OptimizeRx integration within our EHR ePrescribe platform will offer our providers seamless integration of financial messages for their patients with no workflow interruption," said Blake Head, VP of Product Development for iSalus. "That goes to the heart of our mission to provide improved workflow ease and convenience to improve patient care. Partnering with OptimizeRx also offers an incredibly valuable service to the patients our providers serve in making medications more affordable."

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

"We welcome iSalus, a leader in the EHR healthcare industry, to our growing EHR network," said OptimizeRx CEO, William Febbo. "We believe our service is an excellent fit with the iSalus mission statement of increasing provider's efficiency through technology to enhance patient care. iSalus HCPs can now dramatically enhance their workflow experience with OptimizeRx's suite of services which allow for access to patient financial assistance, education and assistance with prior authorization."

About iSalus Healthcare

iSalus Healthcare helps providers stay in front of a fluid healthcare environment by being a proactive partner in both practice management *and* the provision of quality care. Our technology goes much further than simply assisting with everyday tasks. It is a true all-in-one-solution that enables clinicians to manage, monitor and improve their patients from start to finish and beyond. iSalus offers everything from simple scheduling software and billing services, to an award-winning EHR, comprehensive patient portal, integrated telehealth module and a Chronic Care Management team that acts as an extension of your practice. Our mission is to make a difference in the health of your patients, the health of our nation and the way healthcare is provided around the world.

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 solution is integrated within 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.

iSalus Contact:

Rena Rossow
iSalus Healthcare
Tel (513) 600-3124
renaerossow@isalushealthcare.com

Investor Relations Contact for OptimizeRx:

Ron Both or Grant Stude
CMA
Tel (949) 432-7557
oprX@cma.team