

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): February 14, 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))

SECTION 8 – Other Events

Item 8.01 Other Events

On February 14, 2017, we issued a press release concerning expanding our Electronic Health Record channel partnerships. 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 February 14, 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/ Doug Baker

Doug Baker
Chief Financial Officer

Date: February 14, 2017



OptimizeRx Continues EHR Channel Partnership Expansion

OptimizeRx Reaches More than 500,000 Healthcare Providers in the U.S.

Rochester, MI (February 14, 2017) OptimizeRx Corp. (OTCQB: OPRX), the leading aggregator of pharmaceutical-sponsored services in Electronic Health Record (EHR) platforms, has been significantly expanding its EHR channel partnerships. This has more than doubled its healthcare provider reach in the U.S. to more than 500,000 since 2014.

The company's most recent partnership additions include exclusive access to Allscripts EHR TouchWorks, with its advanced platform that supports some of the largest integrated delivery networks in the country. It has also signed Eye Care Leaders, a leading provider of practice performance solutions for ophthalmologists and optometrists. OptimizeRx has grown to more than 370 EHR and eRx network partnerships that allow access at point of prescribe to over half of the HCPs in the U.S.

"As a lead physician and patient access company for pharma in the EHR industry, we welcome the new EHR partners to our growing OptimizeRx family, which now represents the healthcare industry's largest point-of-prescribe promotional network," said OptimizeRx CEO, William Febbo. "Given how healthcare providers are now spending more than three hours a day on average engaged in their EHR, these additional partners further our mission of enabling physicians to better connect with their patients and help them save money. In the increasingly complex and expensive world of healthcare, we provide a valuable service needed by millions of consumers."

OptimizeRx's core services are focused on financial messaging, providing physicians with e-Copay offers and e-vouchers to provide to patients at the point of care. These programs have been successful for many brands, yielding returns on investment from 300 to 1,200 percent. While e-Copay and e-voucher programs has proven to be one of the most effective digital tactics available, brands can be most successful when integrating a suite of digital offerings designed to make the right brand information and services available in the right place to the right customer at the right time.

"Regardless of where a brand is in its lifecycle, an EHR program can help drive better patient outcomes and a strong ROI," said Febbo. "Given the fragmented nature of the EHR industry, healthcare marketers are looking for a partner that can lead them through this maze of digital brand strategies. OptimizeRx is uniquely positioned to be that partner."

About OptimizeRx Corp

Based in Rochester, Michigan, OptimizeRx Corporation (OTCQB: OPRX) is a health technology software company that is revolutionizing the point of care experience through technology to improve clinical decisions and outcomes. OptimizeRx's unique consumer and physician platforms help patients better afford and comply with their medicines and healthcare products, while offering pharmaceutical and healthcare companies effective ways to expand awareness, access and adherence to their medications.

OptimizeRx core product replaces drug samples with electronic trial vouchers and copay coupon savings that are electronically added to an e-Prescription and sent electronically to the pharmacy and is integrated within leading electronic health record (EHR) platforms in the country, including Allscripts, DrFirst, NewCrop, Quest Diagnostics, Practice Fusion and other EHRs to reach over 500,000 healthcare providers. In turn, OptimizeRx promotes patient savings and support from the world's largest pharmaceutical companies, including Pfizer, Lilly, Novartis, AstraZeneca and many others. For more information, 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.

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