

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): June 10, 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 Markets

SECTION 8 – Other Events

Item 8.01 Other Events

On June 10, 2019, we issued a press release announcing the addition of three senior sales executives to our commercial team. 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 June 10, 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

Douglas Baker

Chief Financial Officer

Date: June 11, 2019



OptimizeRx Launches New Growth Phase Immediately Following Addition of Chief Commercial Officer

Todd Samuelson, Eze Abosi and Adam Sokol Bring more than 40 Years' Experience in Enterprise Solution Sales and Relationship Management in Healthcare, Combined with Commercialization of HCP and Patient-Centric Innovative Solutions

ROCHESTER, Mich., (June 10, 2019) — OptimizeRx Corp. (NASDAQ: OPRX), a leading platform for digital health messaging in the pharmaceutical industry, has added three senior sales executives to its rapidly growing commercial team. The new hires demonstrate the company's focus on driving growth and expanding its enterprise-level offerings.

"Todd, Eze and Adam are each proven commercial sales leaders with strong records of delivering enterprise-level solutions and addressing unmet needs across the care continuum," said Steve Silvestro, the company's recently added chief commercial officer. "By further strengthening our commercial organization, we aim to address the increasing demands of our core customer base within the pharma industry. This focus aligns with our passion for improving adherence and ultimately better outcomes for patients."

According to a recent PWC study, 52 percent of consumers with a high deductible health plan say it would be hard to meet their deductible. This cost burden will put further pressure on optimal outcomes for patients thus highlighting the critical need for improved adherence and financial solutions.

The OptimizeRx platform represents the largest point-of-care network in the U.S. reaching over half the ambulatory market. Through the company's digital health platform, pharma companies have critical access to doctors and their patients to provide medication information and savings. The acquisition of CareSpeak further enhances the platform's capabilities allowing OptimizeRx to meet the needs of expanded markets in both health and hospital systems.

Samuelson, Abosi and Sokol add years of experience in many facets of pharmaceutical sales, innovation and commercialization, and have represented top brands like Bayer, Decision Resources Group, Informa, IQVIA, and Clarivate.

"The OptimizeRx platform and solution suite uniquely delivers value for patients, healthcare providers and life science manufacturers," said Eze Abosi. "Combining the company's transparent ROI, positive impact of its solutions on reducing healthcare costs and the vision of our executive leadership team are key drivers of my transition to the organization."

Added Adam Sokol: “Physicians are spending more and more time within their EHR and less time with pharmaceutical representatives. OptimizeRx allows manufacturers, at the point-of-care, to engage physicians within their EHR workflow. This is a powerful combination of value and convenience for the patient, physician, and manufacturer.”

Commented Todd Samuelson: “We are seeing a fantastic shift in the pharma industry – not only with digital and technological advancement but with increasing focus on the patient experience. Our efforts aim to educate physicians so they can have more informed conversations with patients regarding treatment options. No patient is the same, and OptimizeRx has the tools and solutions to help our pharma customers navigate those complexities.”

For more information on OptimizeRx, visit [OptimizeRx.com](https://www.optimizeRx.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 point-of-prescribe promotional platform for the pharmaceutical industry, 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.

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
