

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): November 15, 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 November 15, 2017, we issued a press release concerning our invitation to present at the 10th annual LD Micro Main Event being held on December 5-7, 2017 at the Luxe Sunset Bel Air Hotel in Bel Air, California. 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 November 15, 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: November 16, 2017



OptimizeRx to Present at the 10th Annual LD Micro Main Event on December 6

Rochester, MI, (November 15, 2017) — OptimizeRx Corp. (OTCQB: OPRX), the nation's leading provider of digital health messaging via electronic health records (EHRs), has been invited to present at the 10th annual LD Micro Main Event being held on December 5-7, 2017 at the Luxe Sunset Bel Air Hotel in Bel Air, California.

OptimizeRx CEO William Febbo is scheduled to present on Wednesday, December 6 at 9:00 a.m. Pacific time, and participate in one-on-one meetings with institutional analysts and investors on December 5-6.

The presentation will be also webcast live and available for replay [here](#) and via the investor relations section of the company's website at www.optimizerx.com.

Management will discuss how the company's growing EHR and eRx network now reaches more than 500,000 health care providers across the country, making it the largest point-of-prescribe promotional network. While delivering immediate benefits to doctors and their patients, OptimizeRx's digital marketing services delivers an average ROI of 520% for its pharmaceutical company clients.

OptimizeRx recently reported record net revenue in the third quarter 2017, gaining 74% over same year-ago quarter.

The LD Micro Main Event is the nation's largest independent conference for small/micro-cap companies, with more than 250 names presenting to 1,000+ attendees. The conference will also feature variety of speakers and panelists discussing topics of interest to investors and issuers, as well as evening social events.

To schedule a one-on-one meeting with OptimizeRx, you may submit your request online via the link provided upon registration. To register for the conference, contact David Scher at david@ldmicro.com or visit www.ldmicro.com/events. For any questions about the company, contact Ron Both of CMA at (949) 432-7557 or submit your request [here](#).

View OptimizeRx's LD Micro profile here: <http://www.ldmicro.com/profile/OPRX>

About LD Micro

LD Micro was founded in 2006 with the sole purpose of being an independent resource in the microcap space. What started out as a newsletter highlighting unique companies has transformed into several influential conferences annually. In 2015, LDM launched the first pure microcap index (the LDMi) to exclusively provide intraday information on the entire sector. For more information about LD Micro, go to www.ldmicro.com/events.

About OptimizeRx®

OptimizeRx® (OTCQB: OPRX) is the nation's leading provider 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, Practice Fusion and Quest, and provides more than half a million healthcare providers 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 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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