

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): January 16, 2018

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 January 16, 2018, we issued a press release announcing our invitation to present at the NobleCon14 - Noble Capital Markets' 14th Annual Investor Conference being held on January 29-30, 2018 at the W Hotel in Fort Lauderdale, Florida. 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 January 16, 2018](#)

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: January 18, 2018



OptimizeRx to Present at Noble Capital Markets 14th Annual Investor Conference on January 30, 2018

Rochester, MI (January 16, 2018) — OptimizeRx Corp. (OTCQB: OPRX), the nation's leading provider of digital health messaging, has been invited to present at the NobleCon14 - Noble Capital Markets' 14th Annual Investor Conference being held on January 29-30, 2018 at the W Hotel in Fort Lauderdale, Florida.

OptimizeRx CEO William Febbo is scheduled to present on Tuesday, January 30 at 10:30 a.m. Eastern time, with one-on-one meetings held throughout the day.

Management will discuss the company's recently expanded exclusive partnership with Allscripts for prescription cost savings and real-time messaging at the point-of-care. The company's growing EHR and eRx network that reaches more than 500,000 healthcare providers (HCPs) in the U.S., making it the healthcare industry's largest point-of-prescribe network, will also be discussed.

A high-definition, video webcast of OptimizeRx's presentation will be available here, and available for replay on www.noblecapitalmarkets.com or www.nobleconference.com, or in the investors section at www.optimizerx.com.

For more information about the conference or to schedule a one-on-one meeting with OptimizeRx management, please contact your Noble Capital Markets representative.

About NOBLE Capital Markets

NOBLE Capital Markets established in 1984, is an equity-research driven, full-service, investment & merchant banking boutique focused on the healthcare, media & entertainment, technology and natural resources sectors. The company has offices in Boca Raton (HQ), New York and Boston. In addition to the annual multi-sector NobleCon to be held at the W Hotel, Fort Lauderdale Beach, January 29-30, 2018 (at which Vectrus Inc. will be invited to present), each year Noble hosts numerous "non-deal" corporate road shows and sector-specific conferences such as the Media, Finance & Investor Conference offered in partnership with the National Association of Broadcasters (NAB).

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, Amazing Charts 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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