

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): July 27, 2020

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

(State or other jurisdiction
of incorporation)

001-38543

(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 Market

SECTION 8 – Other Events

Item 8.01 Other Events

On July 27, 2020, we issued a press release announcing that we have completed the latest expansion of our digital health communication network in collaboration with Change Healthcare. 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 July 27, 2020](#)

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 July 28, 2020



OptimizeRx Joins with Change Healthcare to Expand Nationwide Platform Reach

Change Healthcare Users Gain Access to Prescription Savings and Critical Treatment Information Directly at the Point-of-Care

ROCHESTER, Mich. – July 27, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies, payers, providers and patients, has completed the latest expansion of its digital health communication network in collaboration with Change Healthcare (Nasdaq: CHNG).

Change Healthcare's Intelligent Healthcare Network™ is the broadest and deepest in the industry, driving 14 billion transactions each year, delivering \$150 billion in payments, and providing unparalleled insights for the company's data solutions business. The platform enables end-to-end workflows—from eligibility through payments—and supports a broad set of data and analytics offerings that create value for Change Healthcare customers.

The integration of the two companies' digital health platforms strengthens their mutual efforts to improve transparency and patient experience in healthcare. The connected platforms enable certain providers in the Change Healthcare network to digitally receive important information from the life sciences industry via OptimizeRx.

These providers have gained real-time access to critical drug savings, treatment information, refill reminders, sponsored patient engagement programs and more, directly within their daily electronic workflow and while consulting with their patients. Access to these valuable resources at the point-of-care helps to support more productive patient-provider communication and clinical decisions, and ultimately a better experience for the patient.

"Enabling providers to deliver patient-centered care is at the core of what we do," said Ian Ellis, vice president and general manager of clinical exchange for Change Healthcare. "Our collaboration with OptimizeRx demonstrates our commitment to helping providers improve the patient experience through enhanced capabilities for our e-prescribing solution."

Miriam Paramore, president of OptimizeRx, commented: "Transparency in healthcare, supported by the right digital communication tools, is key to creating better health outcomes. Our collaboration with Change Healthcare expands our ability to reach providers within their daily digital workflow. We anticipate our connection will have a significant positive impact on the health of millions of patients nationwide."

For more information on OptimizeRx, its products or other news, visit www.optimizerx.com.

About OptimizeRx

OptimizeRx Corporation (NASDAQ: OPRX) is a digital health company that facilitates communication at point-of-care among all stakeholders in healthcare. Primarily focused on life science and payer clients, its suite of digital and mobile SaaS-based solutions enables affordability, patient adherence and care management. OptimizeRx's network reaches more than 60% of U.S. ambulatory providers, delivering therapeutic support on specialty medications and patient financial assistance directly within a provider's workflow through leading electronic health platforms. OptimizeRx's fully integrated platform supports the real-time exchange of information, improving provider knowledge and patient engagement, and ultimately leading to healthier outcomes.

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.

Intelligent Healthcare Network™ is a trademark of Change Healthcare, Inc.

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