

SECTION 8 – Other Events

Item 8.01 Other Events

On September 12, 2018, we issued a press release about the launch of our return on investment guarantee to pharmaceutical manufacturers.

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 September 12, 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 September 13, 2018



OptimizeRx Launches ROI Guarantee to Pharmaceutical Manufacturers

Company has Proven ROI on Affordability and Adherence which Enhances the Pharma-Provider Relationship at the Point-of-Care

ROCHESTER, Mich., (September 12, 2018) — OptimizeRx Corp. (NASDAQ: OPRX), one of the nation's leading providers of digital health messaging for the pharmaceutical industry, has launched a 2:1 return-on-investment (ROI) guarantee to pharmaceutical manufacturers who invest in the company's financial messaging solutions.

OptimizeRx's patient savings messages are real-time medication savings information delivered to providers within the EHR workflow, increasing the likelihood that a physician and patients will understand the true out-of-pocket cost of the prescribed drug.

"In order to succeed in today's changing health care landscape, pharmaceutical companies must evolve their strategies to directly engage with providers at the point-of-care," said William Febbo, CEO of OptimizeRx. "We work with our pharmaceutical partners strategically to design affordability and adherence programs, enabling them to run integrated messaging campaigns that deliver tangible value, including increased prescription rates and fill rates."

In the health economy, there is increasing interdependence in the payer, providers and pharmaceutical value chain. Health care providers are looking to drug companies to partner with them to deliver care that promotes sustainable population health improvement and lower costs. Industry research points to high drug costs as a primary contributing factor to medication non-adherence. With OptimizeRx, providers can empower patients with ways to afford their medications as well as access to methods for addressing health illiteracy and transparency into whether patients are following through with drug therapies.

"The growth of our patient savings solution — a 50 percent increase year-to-date — makes us confident in our ability to deliver the 2:1 ROI guarantee to current and future partners," continued Febbo. "As long as the programs we co-design meet a minimum set of requirements, we will stand behind this guarantee."

For more information about the company's patient savings solutions, visit www.optimizerx.com.

About OptimizeRx

OptimizeRx® (NASDAQ: OPRX) is one of the nation's leading providers 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 of ambulatory healthcare providers with 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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