

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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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): **April 5, 2013**

**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**

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(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))

## SECTION 7 – Regulation FD Disclosure

### Item 7.01 Regulation FD Disclosure

On April 5, 2013, OptimizeRx Corporation (the “Company”) made an investor presentation that included the slides furnished as Exhibit 99.1 to this Current Report on Form 8-K. The slides contained in Exhibit 99.1 are also posted on the Company’s website at [www.optimizecorp.com](http://www.optimizecorp.com).

The information in Item 7.01 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

<u>Exhibits</u> <u>Number</u>	<u>Description</u>
99.1	<a href="#">Investor Relations Presentation, dated April 5, 2013</a>

## 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/ David Lester

David Lester

Chief Operating Officer

Date: April 8, 2013





# OPTIMIZERx Corporation

**OPTIMIZERx Corporation**

400 Water Street, Suite 200

Rochester, MI 48307

Phone: 248.651.6568

Fax: 248.453.5529

<http://www.optimizerxcorp.com/>



#### SAFE HARBOR :

This presentation 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.



## SampleMD: Our primary product offering

- SampleMD is a software platform that allows pharmaceutical and other interested companies to present co-pay and voucher offers directly in the doctor's prescribing workflow.
- The SampleMD platform **resides within our partners** ePrescribe or electronic health record (EHR) software offerings.
- Doctors are able to **offer patients sample vouchers or coupons on-site at the time of prescription**, making it easy and simple to use.
- **Coupon info is automatically sent to pharmacy** with eRx
- SampleMD is **paid \$4-\$5** by the manufacturer each time an eCoupon or eVoucher is distributed to a patient.



## SampleMD is a highly-leverageable platform

- SampleMD, by partnering with the rapidly-expanding EHR/EMR market, is able to be **within the primary workflow of hundreds of thousands of healthcare providers.**
- SampleMD in turn **shares revenue** with each software partner that provides them direct access to health care providers.
  - This is a cheap, incremental source of revenue for EHR/EMRs, making it a very attractive prospect for them
- **SampleMD is already installed in Allscripts Inc.** (NASDAQ:MDRX), New Crop and Dr. First, which enables SampleMD to reside in over 250 EHR systems.
- Patent-protected, with improvements and additional patent applications filed



# SampleMD is attractive to all stakeholders

**Pharma:** Provides access to prescribers and patients at the point of prescription, the most critical moment in the prescription chain

**Doctors:** Provides information regarding drugs and the financial assistance available to patients, allowing doctors to choose their preferred drug while maintaining adherence

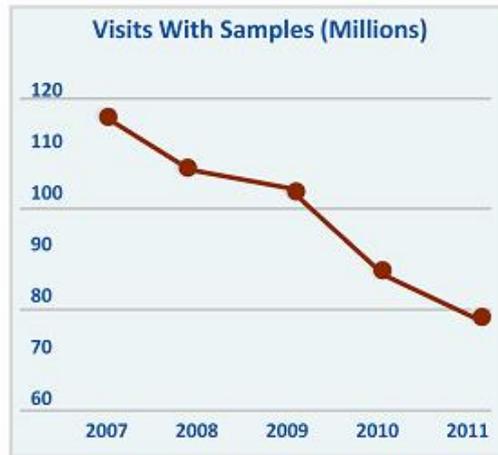
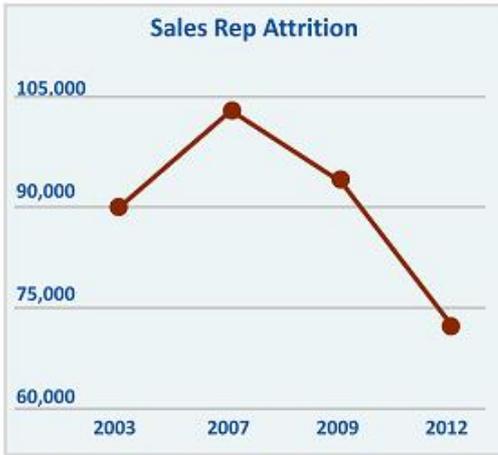
**EHR/EMRs:** Provides low-cost incremental revenue for systems already in place

**Patients:** Provides overall lower cost of prescriptions, improving adherence and outcomes



# Key Trends—The Pharmaceutical Sales Dilemma

## Pharma Reps & Samples Decline In Size, Effectiveness, and ROI



**Did You Know...**  
According to the spring 2011 Access Monitor™ report, only 54% of prescribers were "rep-accessible"?

Source:  
<sup>1</sup> Cegedim Strategic Data  
<https://www.cegedimstrategicdata.com/>



## Key Trends—Size of Target Pharmaceutical Market

Drug Rep Visits (Detailing) a \$15 billion per year market, total promotional spending of \$27 billion per year

### US Pharmaceutical Promotional Spending, by Marketing Channel, 2012

millions and % change vs. same period of prior year

	Spending	% change
Clinical trials	\$133.3	-13%
Detailing	\$14,997.6	-5%
DTC	\$3,101.9	-22%
Mailing	\$1,164.5	16%
Meetings	\$2,143.4	-2%
Print advertising	\$91.8	-44%
Samples	\$5,722.2	-9%
<b>Total</b>	<b>\$27,354.7</b>	<b>-8%</b>

Source: Cegedim Strategic Data, "2012 US Pharmaceutical Promotion Spending," Feb 15, 2013

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www.eMarketer.com

Detailing, a one-to-one approach used by pharma firms to educate physicians about new products, garnered the largest outlay—nearly \$15 billion. The next largest promotional channel was samples, at \$5.72 billion.

Read more at

<http://www.emarketer.com/Article/US-Pharma-Marketing-Spend-Falls-Most-Channels/1009721#wjPlkxOMTL4A4HpT.99>

### Top 10 Pharmaceutical Companies, Ranked by US Promotional Spending, 2012

billions and % of total

	Spending	% of total
1. Pfizer	\$2.39	9%
2. Merck & Co.	\$2.11	8%
3. AstraZeneca	\$1.78	6%
4. Lilly	\$1.64	6%
5. Boehringer Ingelheim	\$1.46	5%
6. GlaxoSmithKline	\$1.32	5%
7. Forest Laboratories	\$1.31	5%
8. Novartis	\$1.21	4%
9. Bristol-Myers Squibb	\$1.16	4%
10. Abbott Laboratories	\$1.10	4%

Source: Cegedim Strategic Data, "2012 US Pharmaceutical Promotion Spending," Feb 15, 2013

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www.eMarketer.com



## Key Trends—Pharma Knows It Works

### Vouchers And Co-pay Coupons Are Replacing The \$6B Samples Market & Improving Adherence

#### Nearly all manufacturers offer co-payments not based on income

- In July 2011 there were 310 co-pay card programs in the US, a 260% increase from 2009
- Co-pay cards were 1/3 of overall prescription drug market and 13% of branded drugs

Source:

<sup>4</sup> Cleveland Resource Company  
<http://pcmanet.org/>



#### Industry report conservatively made the following assumptions:

- 100M prescriptions associated with coupons in 2010 or 11% of brand prescriptions
  - At \$40 value per offer, that is approximately \$4BN in spending
- **Co-pay coupons to increase 15% per year from 100M in 2010 to 500M in 2021**
- Co-pay coupons will represent 20% of non-specialty brand prescriptions in 2014, 30% in 2017, and 50% in 2021

Source:

<sup>5</sup> Pharmaceutical Care Management Association  
<http://pcmanet.org/>



## Key Trends—The Doctor’s Dilemma

Patients Are Resisting Increases In Co-pay Costs,  
Affecting Fill Rates/Adherence

“First, measures for improving  
**adherence must address  
financial barriers ...**

especially the co-payments  
that patients must make for  
medications.”



### Did You Know...

Hospital expenses include demand for new medications/technology, aging of population, and medical personnel compensation?



THE NEW ENGLAND  
JOURNAL OF MEDICINE

Source:

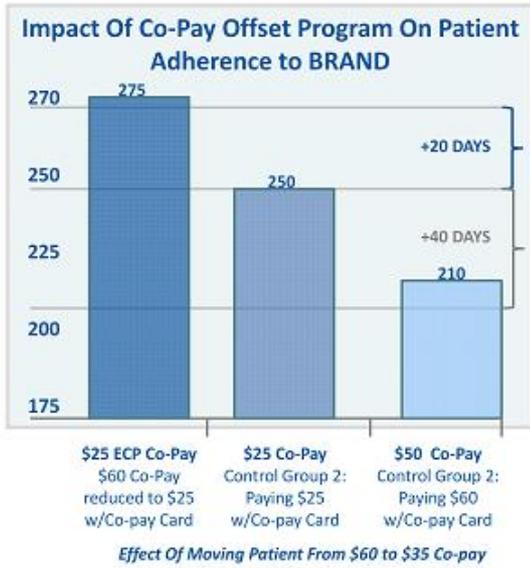
<sup>1</sup> New England Journal of Medicine

<https://www.nejm.org/>



# Key Trends—The Doctor’s Solution

## Co-Pay Cards And Coupons: Letting The Facts Get In The Way



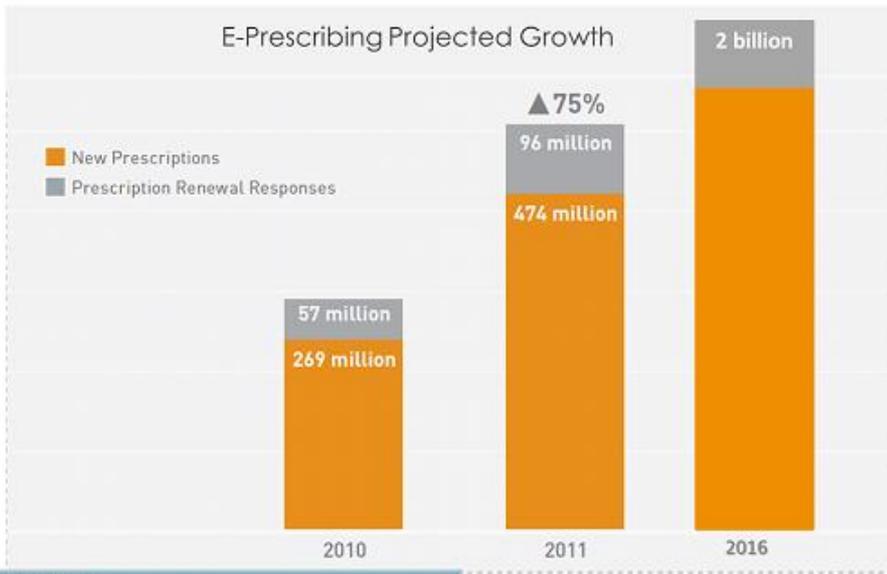
+20 Days—  
Increased Loyalty:  
Longer Therapy  
Than Cohort At  
Equivalent Co-Pay

+40 Days—  
Response To Lower  
Co-pay:  
More Days Of  
Therapy Based On  
Initial Co-Pay Level

Sources:  
6 Wolters Kluwer Health (PTD search)  
<http://www.wolterskluwerhealth.com/>  
7 Wolters Kluwer  
7 Pharmaceutical Care Management Association  
<http://www.amundsen.com/>  
AMUNDSEN



## Key Trends— The EHR Opportunity



### Did You Know...

- 570M prescriptions were routed electronically in 2011?
- More than 1 in 2 office-based physicians will be e-prescribed in 2011?



## SampleMD Is . . .

The Right Solutions, The Right Technology, The Right Opportunity

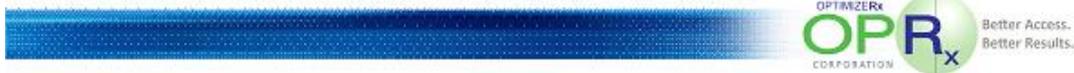
### SampleMD™ is now

- Integrated directly into the workflow of over 250+ EMR ePrescribe systems
- Reaches 200,000 health providers
- The preferred way to access branded prescription vouchers, co-pay savings, and other support programs
- Patent-protected, with strong and increasing IP portfolio

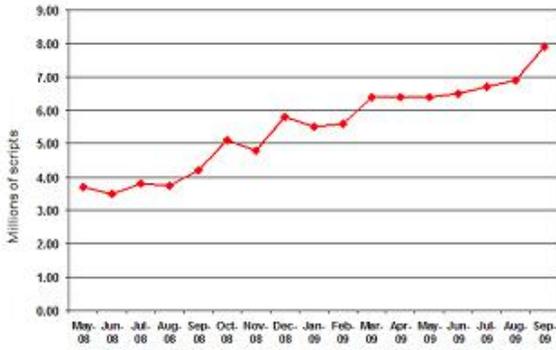


# Key Health Systems & ePrescribe Platforms

## Full Integration



**SampleMD** is partnering with the largest 'ePrescribing' and electronic healthcare record (EHR) software platforms to reach more targeted care providers who are active electronic prescribers



Allscripts forecasts:  
125 million scripts will be processed over the next 12 months

More Doctors Are Prescribing Medicines Online, WSJ, April 20, 2010  
Allscripts, April 2010

**Allscripts has 70,000 active Physicians ePrescribe users**



## Key Health Pharmaceutical & Health Care Clients

Building the Technology Pathway to Deliver Support from Leading Pharma companies



## SampleMD Will Be . . . Valuable Real Estate



- **eCouponing:** eVouchers and eCoupons generated from the EMR/ePrescribe System—generates revenue, fuels access to EHR/EMRs
- **Patient Education:** Offer sponsored Patient Education and Adherence Programs at the point of prescribing
- **Product Info & Support:** Offer sponsored product information and live support from the EMR/ePrescribe System
- **Rep Visit (eViteRep (patent pending)):** Health providers can request a Rep Visit and appointment time



## SampleMD: Key Financial Trends

### Quarterly eCoupon Distributions:

Q3 2012: **90,116**

Q4 2012: **68,771**

Q1 2013 (-3/28): **129,266**

### Monthly eCoupon Distributions:

November 2012: **22,049**

December 2012: **19,747**

January 2013: **20,347**

February 2013: **40,224**

March 2013 (-3/28): **68,695**



## SampleMD: Key Financial Metrics

### Financial Performance:

2011 Gross Revenue: **\$1.1MM**

2012 Gross Revenue: **\$2.049MM**

2011 Net Income: **(\$2.1MM)**

2012 Net Income: **(\$364K)**

Q4 2012 Net Income: **\$119k**

### Key Stock Data (as of 4/3/2013):

**Price:** \$1.41

**Shares Out:** 14.2mm primary,  
additional approx. 20mm  
warrants

**Market cap:** \$20MM primary

**Avg. Volume:** 20,000/day  
(three months trailing basis)



# Key Management and Contacts

Chairman and Chief Executive Officer: Shad Stastney

Founder, Vice Chairman and Chief Strategy Officer: Dave Harrell

President and COO: Dave Lester

Executive VP of Sales: Terry Hamilton

Company contact:

Shad Stastney

[ssastney@samplemd.com](mailto:ssastney@samplemd.com)

248-651-6568



