

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 16, 2020

OptimizeRx Corporation

(Exact name of registrant as specified in its charter)

Nevada

001-38543

26-1265381

(State or other jurisdiction of incorporation)

(Commission File Number)

(I.R.S. Employer Identification No.)

400 Water Street, Suite 200, Rochester, MI

48307

(Address of principal executive offices)

(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 November 16, 2020, we issued a press release announcing the partnership with information services provider, Fierce Life Sciences, to develop a collaborative, design thinking event to tackle some of the biggest challenges facing 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 November 16, 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: November 17, 2020



**OptimizeRx and Questex's Fierce Life Sciences Tackle Industry's Top Challenges in Design Thinking Event, Innovate4Outcomes**

*Event Brings Providers and Life Sciences Leaders Together to Collaborate on Solutions for Better Patient Outcomes*

**ROCHESTER, Mich. – November 17, 2020** – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies, physicians and patients, has partnered with information services provider, Fierce Life Sciences, to develop a collaborative, design thinking event to tackle some of the biggest challenges facing healthcare.

The event will bring together some of the industry's most prominent thought leaders to innovate solutions for new and traditional healthcare challenges.

The onset of COVID-19 in the first quarter of 2020 forced everyone to adapt to a rapid expansion of digital healthcare options and the new widespread challenge of delayed treatments. With this event, OptimizeRx, in partnership with Fierce Life Sciences, offers a unique opportunity for participants to collaborate with thought leaders and brainstorm solutions to the following challenges:

- As face-to-face interactions remain off the table until at least the middle of 2021, what more can be done to virtually support providers in delivering appropriate care?
- What role can clinicians play in directing digital strategies that encourage patients to follow recommended courses of treatment and achieve positive outcomes?
- Patient support programs are largely unadopted, but providers report that they can successfully promote patient outcomes. What can be done to further empower patients to utilize support programs?
- Social media can have a huge impact on patients. How can social media and other channels be harnessed to shape authentic engagement experiences for patients and improve health outcomes?

“As we continue to navigate the lasting impact of COVID-19 on our healthcare infrastructure, we believe it is essential that we continually collaborate and partner with leading experts in life sciences and care delivery,” commented Steve Silvestro, chief commercial officer at OptimizeRx. “These partnerships and collaborations help ensure that we are not only supporting but cultivating innovation. We are thrilled to bring together these excellent thought leaders for this event, where we can collaborate on actionable solutions that address the real-world problems faced today by providers and patients.”

**Innovate4Outcomes team leads include:**

Robert Allen - Lead, Digital Operations Global Public Affairs, Bristol-Myers Squibb

Ray Gomez - Director of Worldwide Omni-Channel Content and Channel Strategy, BD

Hiyam Nadel - Director of the Center for Innovations in Care Delivery, Massachusetts General Hospital

Neal Wolff - Vice President, Marketing, Nevakar, Inc.

Ritesh Patel - Chief Digital Officer, Ogilvy Health

Angelo Campano - SVP, Principal, Agency Channels, OptimizeRx

Steve Silvestro - Chief Commercial Officer, OptimizeRx.

See full list of team leads here.

**Innovate4Outcomes Virtual Event**

**Date:** Thursday, December 3, 2020

**Time:** 2:00 pm - 4:00 p.m. EST.

Register at [www.fiercelifesciences.com/Innovate4Outcomes](http://www.fiercelifesciences.com/Innovate4Outcomes)

**Attendance will be limited to 100 participants.**

#### **About Questex**

Questex helps people live better and longer. Questex brings people together in the markets that help people live better: travel, hospitality and wellness; the industries that help people live longer: life science and healthcare; and the technologies that enable and fuel these new experiences. We live in the experience economy - connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. It happens here. For more information, visit [questex.com](http://questex.com).

#### **About OptimizeRx**

OptimizeRx is a digital health company that provides communications solutions for life science companies, physicians and patients. Connecting over half of healthcare providers in the U.S. and millions of patients through a proprietary network, the OptimizeRx digital health platform helps patients afford and stay on medications. The platform unlocks new patient and physician touchpoints for life science companies along the patient journey, from point-of-care, to retail pharmacy, through mobile patient engagement.

For more information, follow the company on Twitter, LinkedIn or visit [www.optimizerx.com](http://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.

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