

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): February 18, 2020

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.

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 February 18, 2020, we issued a press release concerning our new hub-enrollment solution. 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 February 18, 2020
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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 February 18, 2020



OptimizeRx Launches EHR-Enabled Specialty Hub Enrollment Form

First Solution from the OptimizeRx Innovation Lab Ensures that Patient Access to Specialty Drugs Is Expedited

ROCHESTER, Mich. – Feb. 18, 2020 – OptimizeRx Corp. (Nasdaq: OPRX), a leading provider of digital health solutions for life science companies and payers, has launched its first health technology solution from OptimizeRx Innovation Lab, aimed at increasing speed to therapy for patients by providing timely access to enrollment forms within the provider workflow, making it easier for patients to enroll in specialty drug support programs provided by hub services.

Part of the OptimizeRx platform, the new hub-enrollment solution improves patient access to specialty medications in two ways: First, it alerts healthcare providers that the chosen drug must be filled at a specialty pharmacy – at the time that the provider is writing the script in the electronic health record (EHR). Second, the solution automatically surfaces the hub-enrollment form in the EHR, allowing the provider to give it to the patient while in the office.

Providers are often unaware that they must complete part of the enrollment form. Lack of awareness and difficulty completing these forms are often barriers to successfully filling specialty prescriptions for patients. This point-of-care messaging helps overcome those barriers by alerting providers within the EHR when hub-enrollment is required for a drug that they are prescribing.

The hub-enrollment solution further bridges the gap in communication by providing pharma companies with a unique opportunity to communicate these programs to healthcare providers at the point of prescribing and in their existing workflow, so that they can better support patients by helping them quickly enroll. It is the first offering from the newly founded OptimizeRx Innovation Lab, which allows life science companies to experiment with new digital communication solutions and quickly test them with providers. The prescription enrollment feature is available to participants on the OptimizeRx platform starting this year.

“The OptimizeRx hub-enrollment solution increases patient access to specialty drugs right at the point of care using technology to assist providers to easily route specialty scripts correctly to a hub or specialty pharmacy,” noted Miriam Paramore, OptimizeRx’s president. “In addition, patient enrollment forms must be completed before the script is filled. We are excited to enable greater patient access to therapy. Our goal is to help patients get their medicine quickly, by removing barriers to access.”

The EHR specialty prescription enrollment capability is just the first technological advancement from the Innovation Lab that OptimizeRx is bringing to market in 2020. The Innovation Lab drives new solutions that will be delivered through the OptimizeRx Integrated Communications Platform – helping connect providers and patients with the most appropriate treatment options to help people realize the best possible health outcomes.

About OptimizeRx

OptimizeRx® (NASDAQ: OPRX), a digital health company, connects pharmaceutical companies to patients and providers, offering greater affordability, adherence and brand awareness at the point-of-care. As the nation's largest digital platform connecting life sciences to the point-of-care, OptimizeRx provides a direct channel for pharma companies, payers, medtech, and medical associations to communicate with healthcare providers right within their workflow and directly to patients.

The cloud-based solution supports patient adherence to medications and better healthcare outcomes with real-time access to financial assistance, prior authorization, education and critical clinical information. OptimizeRx provides more than half of the ambulatory patient market with access to these benefits through leading EHR platforms like Allscripts, Amazing Charts and Quest, and directly via its mobile communications digital care management platform.

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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