$$p \implies q = pq + (\neg p)q + (\neg p)(\neg q) \tag{1}$$

$$= pq + (\neg p)(q + \neg q) \tag{2}$$

$$= pq + \neg p \tag{3}$$

$$= (\neg(\neg p))q + \neg p \tag{4}$$

$$p \lor q = pq + (\neg p)q + p(\neg q) \tag{5}$$

$$= (\neg p)q + p(q + \neg q) \tag{6}$$

$$= (\neg p)q + p \tag{7}$$

$$= (\neg p) \lor q \tag{8}$$