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Weno wants in on e-prescriptions

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Weno Exchange LLC is capitalizing on a 6-year-old messaging system for physicians to develop an electronic prescription company.

Electronic prescriptions, or e-prescriptions, is a huge market, but there are also plenty of competitors chasing after a dominant company. But CEO [Tina Goodman](#) has received a patent for a method of routing e-prescriptions to non-participating pharmacy software systems.

The prescription application is an outgrowth of Weno Healthcare Inc., a regulatory compliant messaging system for physicians that launched in 2006. Weno Exchange, which employs three workers, started testing the e-prescription tool with 30,000 physicians in December with plans to grow it to ...

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