

# Daily Business Report: July 27, 2023

📅 July 27, 2023 👤 SD Metro Magazine 💬 0 Comments

sequencing solutions that will enhance the efficiency, accuracy, and cost-effectiveness of oncology testing.

## Wildfire Systems launches Revenue Engine

SAN DIEGO — Wildfire Systems Inc., an innovative technology platform that powers reward programs, shopping companions, and content monetization launched RevenueEngine, the industry's first solution for monetizing ecommerce transactions driven by generative AI-powered applications, plugins, and products. RevenueEngine turns AI-created product recommendations from general and specialized chatbots, predictive text, or other software that generates or enhances content into monetized, revenue-driving ecommerce links to nearly 60,000 online merchant programs around the world.

## Society introduces the Protecting Innovation in Rare Cancers Coalition

SAN DIEGO — CLL Society, a leading authority for chronic lymphocytic leukemia and small lymphocytic lymphoma patients, announced the formation of the Protecting Innovation in Rare Cancers (PIRC) Coalition. PIRC is a collaborative, multi-stakeholder, patient advocacy group that aims to implement the "wins" achieved by CLL Society and others in the cancer community to reduce out-of-pocket costs while addressing growing concerns surrounding the implementation of the Inflation Reduction Act (IRA) by the Centers for Medicare & Medicaid Services (CMS).

## Tension Packaging & Automation to debut its workflow software system

SAN DIEGO — Tension Packaging & Automation, a leader in packaging automation solutions for both eCommerce and pharmacy automation fulfillment operations, announced plans to debut its new innovative workflow management system for pharmacies in its booth #1443 at the National Association of Chain Drug Stores Total Store Expo 2023. NACDS 2023 will be held Aug. 13-14 at the San Diego Convention Center. It is the largest gathering of retailers and suppliers in the health and wellness industry, and this year marks the 90th year celebration of NACDS.