WISCONSIN
ECONOMIC DEVELOPMENT

BIOHEALTH EXCELLENCE

From devices and diagnostics to pharmaceuticals and personalized medicine, the future of the field is being built in Wisconsin.

LOOK FORWARD

FACTS AND FIGURES ABOUT WISCONSIN'S BIOHEALTH INDUSTRY

$37B+
annual economic impact

2,200+
industry companies

$2 BILLION+
medical and scientific instrument exports in 2025

WISCONSIN'S COST OF LIVING IS UP TO 35% LOWER
than in other biohealth hotspots

$1.9 BILLION
annual research spending in FY24 at UW-Madison alone, **$1.2 billion of it in the life sciences,** placing it in the **top 5** nationally for research spending

BIOHEALTH R&D SPENDING AT WISCONSIN UNIVERSITIES
has risen by

28%
since 2018

BIOHEALTH TECH HUB DESIGNATED BY THE U.S. GOVERNMENT

TECH HUBS
U.S. Economic Development Administration

WISCONSIN SUPPLIERS PROVIDE PRODUCTS WORTH $7.8 BILLION
to the state's biohealth industry annually.

INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.

220
medical device manufacturers in Wisconsin[1]

2,200+
Wisconsin biohealth companies[1]

58,000+
biohealth industry employment[1]

WISCONSIN'S ESTABLISHED STRENGTH IN BIOHEALTH

spans all parts of this broad industry, but it shows unique specialization in:

- **Medical device manufacturing, with a primary focus in medical imaging technologies**
  Everything from MRI and dialysis machines to pacemakers and vacuum devices for negative pressure wound therapy—as well as diagnostic equipment, supplies, and kits—is made in Wisconsin. The 11,624 jobs in this subsector translate to a specialized employment concentration (31% higher than the national average).[1]
- **Biopharmaceuticals, with several areas of focus related to biomanufacturing**
  From the development of drugs and therapies to translational and integrated science, Wisconsin has a long history of excellence in biotechnology and biopharmaceuticals. Within the biopharmaceuticals sector specifically, Wisconsin has a specialized employment concentration exceeding three times the national average.[1]
- **Radiation/nuclear medicine, spanning both the device and the biopharmaceutical subsectors**
  Via the research and educational expertise of UW-Madison, Wisconsin is building a core competency in radiotherapeutic technologies.
- **Active pharmaceutical ingredients (APIs), for which Wisconsin is a manufacturing hub**

THE SECTOR ALSO HAS HIGH-GROWTH AREAS INCLUDING:

- The University of Wisconsin-Madison recently launched the **Initiative for Theranostics and Particle Therapy**, designed to foster collaboration among experts in several medical specialties with the goal of accelerating precision radiation therapy and imaging, within the Carbone Cancer Center. This new initiative will further contribute to Wisconsin's existing strength in theranostics, which uses the dual capabilities of nuclear medicine to combine targeted therapies with diagnosis to treat cancerous tumors and other conditions.
- **Medical laboratories:** Employment in the sector is up 40% since 2019.[2]
- **Medical equipment and supplier wholesalers:** Employment in this category is steadily growing (up 24% since 2019), and with nearly 6,800 jobs, this subsector is 13% more concentrated in Wisconsin than the national average.[2]

325 MILLION
patients worldwide are served by the electronic medical records systems of Epic Systems.[3]

Sources: (1) Wisconsin Biohealth Industry Landscape and Economic Impact Report, prepared for BioForward Wisconsin by TEConomy Partners LLC, October 2024; (2) Lightcast 2025 Q4 Dataset; (3) Epic Systems website, 2026

BUILT FOR INNOVATION

WISCONSIN'S LEADERS IN BIOHEALTH

aldevron
labcorp
arrowhead pharmaceuticals
Lilly
Catalent
MilliporeSigma
Epic
NorthStar MEDICAL RADIOISOTOPES
EXACT SCIENCES
Promega
FUJIFILM
SHINE
GE HealthCare
Sterling
GILSON
ThermoFisher SCIENTIFIC
illumina
versiti

TECH HUBS

U.S. Economic Development Administra

After being designated as a Regional Technology Hub by the U.S. federal government in 2023, Wisconsin in 2024 achieved a significant milestone as a Phase 2 recipient in this program when the U.S. Department of Commerce Economic Development Administration awarded the state $49 million in federal grants, bringing Wisconsin's total funding so far to more than $80 million. The collaborative and interdisciplinary **Wisconsin Biohealth Tech Hub** is focused on personalized medicine, incorporating imaging and theranostics, genomics, and big data and analytics driven by artificial intelligence and machine learning. The tech hub's first projects focus on health data, mobile cancer screening, and advancing innovation to commercialization, among other themes.

SCALING UP WISCONSIN

In 2024, pharmaceutical giant **Eli Lilly & Co.** announced a $4 billion expansion of its manufacturing facility, forecasting the addition of 750 jobs to its current workforce of 130-plus in southeast Wisconsin.

$37B+

annual economic impact of Wisconsin's biohealth industry

Wisconsin Biohealth Industry Landscape and Economic Impact Report, prepared for BioForward Wisconsin by TEConomy Partners LLC, October 2024

INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.

Wisconsin ranks

1ST IN THE U.S.

for medical imaging
(irradiation apparatus) manufacturing,[1]

MORE THAN 12 TIMES THE NATIONAL AVERAGE
employment concentration

Nearly

3,300

employed in Wisconsin
medical image manufacturing[1]

BIOHEALTH R&D SPENDING AT WISCONSIN UNIVERSITIES

has risen by 28% since 2018.[2]

WISCONSIN'S COST OF LIVING

is up to 35% LOWER than in other biohealth hotspots

INDUSTRY SEGMENTS[4]

BIOMEDICAL RESEARCH AND TESTING
WI Employment: 13,072
WI Establishments: 574

MEDICAL DEVICES AND EQUIPMENT
WI Employment: 11,624
WI Establishments: 220

DRUGS AND PHARMACEUTICALS
WI Employment: 6,778
WI Establishments: 89

DIGITAL HEALTH
WI Employment: 15,945
WI Establishments: 129

BIOHEALTH-RELATED DISTRIBUTION
WI Employment: 10,899
WI Establishments: 1,234

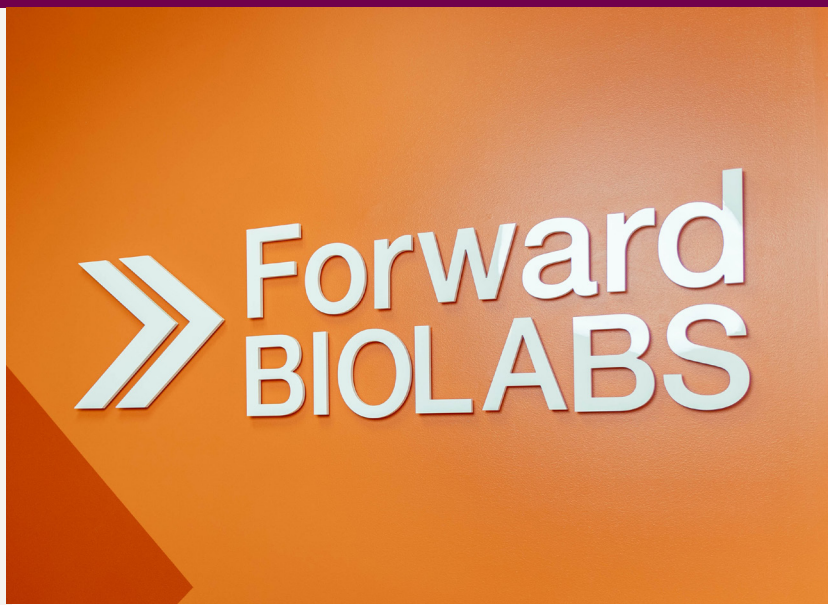
Sources: (1) Lightcast 2025 Q4 Dataset; (2) Wisconsin Biohealth Industry Landscape and Economic Impact Report, prepared for BioForward Wisconsin by TEConomy Partners LLC, October 2024; (3) Council for Community and Economic Research Cost of Living Index; (4) Wisconsin Biohealth Industry Landscape and Economic Impact Report, prepared for BioForward Wisconsin by TEConomy Partners LLC, October 2024

INDUSTRY AND ENTREPRENEURIAL SUPPORT

Wisconsin suppliers provide products worth

$7.8 BILLION

to the state's biohealth industry annually.[1]



Wisconsin's strength in biohealth comes together with the help of **BioForward**, an industry organization that facilitates partnerships among government, academia, and private industry. An Eau Claire office was added to Madison and Milwaukee locations last year. Its biomanufacturing center of excellence also includes:

- The **Forward BIO Institute**, based at UW-Madison, which supports transformative research in the field of biomanufacturing, translates technologies into the private sector, and establishes public-private partnerships to connect UW inventors and researchers with industry leaders. As part of this initiative, the institute is establishing a new master's degree at UW-Madison in biomanufacturing innovation.
- **Forward BIOLABS**, a shared lab facility at the University Research Park in Madison that provides office and lab space and other supportive services for biotech startups. Its aim is to lower the barrier for entrepreneurs in launching new ventures. Early outcomes are promising: Young companies that have used this space or graduated from Forward BIOLABS have far exceeded projections. In addition to expanding laboratory operations in Madison, a Milwaukee facility was opened.

The Madison market has

4.8M SQUARE FEET OF LAB SPACE

across **89 buildings**.[2]

A SECURE SUPPLY CHAIN

Biohealth companies know that in Wisconsin, they can find a broad and deep supply chain including the suppliers and workforce they need to create their products as well as companies that can handle the logistics of bringing those products to market.

Research and development

Research and development at world-class universities tees up innovation.

Manufacturing

With expertise in metalwork, plastics, tool and die molding, and much more, Wisconsin manufacturers provide the equipment and supplies the biohealth industry needs.

Logistics

Wisconsin's logistics industry manages warehousing of goods seamlessly.

Workforce

Graduates from universities and vocational and technical colleges feed the talent pipeline.

Sources: (1) Wisconsin Biohealth Industry Landscape and Economic Impact Report, prepared for BioForward Wisconsin by TEConomy Partners LLC, October 2024; (2) Location Benchmarking and Final Positioning Final Report, Alliant Energy & BioForward, October 2025

ADVANCING KNOWLEDGE

3,800+

Biohealth patents were awarded to Wisconsin entities from 2018-2023.[1]

UW-Madison is

#2 IN THE U.S.

for Ph.D. degrees in biochemistry, biophysics, and molecular biology.[2]

In Wisconsin, our universities lead in research and technology commercialization, supporting partnerships, companies, and policymakers to develop new, innovative products that fill market needs.

World-renowned health and medical education and research take place in Wisconsin at institutions such as:

- The **UW-Madison School of Medicine and Public Health**, the first in the nation to fully integrate medicine and public health
- The only standalone **Department of Medical Physics** in the U.S., at UW-Madison
- The **Morgridge Institute for Research**, an independent biomedical institute exploring uncharted scientific territory to discover tomorrow's cures
- The **UW-Milwaukee Institute for Drug Discovery**
- The **Center for Predictive Computational Phenotyping** at UW-Madison
- The **Medical College of Wisconsin** (MCW), investing $360 million in research in 2024[3]
- MCW's **Department of Biomedical Engineering**, a collaboration with Marquette University
- **Madison College**, where adults who already hold a bachelor's degree can complete a single-semester certificate program to gain the skills needed for biotech jobs
- The **Biotechnology Laboratory Technician Program** at Milwaukee Area Technical College
- **Versiti Blood Research Institute**
- MCW's **Therapeutic Accelerator Program**
- The MCW **Center for Cancer Discovery**
- The **Carbone Cancer Center** at UW-Madison

The **Wisconsin Alumni Research Foundation (WARF)**—an independent nonprofit technology transfer organization serving UW-Madison—holds multiple patents for **prominent scientific discoveries**, including:

- The influenza vaccine
- Magnetic resonance spectroscopy
- CT image reconstruction
- Pluripotent stem cells and media
- Skin grafts
- Compositions to diagnose swallowing disorders

Several other patents have recently expired, but nevertheless indicate the highly influential nature of the research taking place at UW-Madison:

- Radiation therapy
- Medical imaging technologies
- Conjugated linoleic acid
- Zemplar/Calcijex/Vitamin D derivatives
- A retinal stem cell progenitor

Source: (1) Wisconsin Biohealth Industry Landscape and Economic Impact Report, prepared for BioForward Wisconsin by TEConomy Partners LLC, October 2024: (2) Lightcast 2025 Q4 dataset; (3) National Center for Education Statistics Higher Education Research & Development Survey; (4) Wisconsin Technical College System, University of Wisconsin System, and Wisconsin Association of Independent Colleges and Universities

A WORKFORCE BUILT FOR MANUFACTURING

4,500+
engineering degrees and certificates awarded in 2023[1]

14,500+
health and life sciences degrees awarded in 2024[2]

Wisconsin pioneered industry-focused workforce development in the U.S. As the first state to develop a technical college system, we have 100+ years of experience in training our workforce to meet employers' needs and staying up to date with the ever-changing requirements of industry. Our **investment in fabrication laboratories (fab labs) at the K-12 level**—$5.5 million in state support over the past 10 years, with local districts investing additional matching funds—ensures that students receive hands-on experience solving real-world problems using science, technology, engineering, art, and math (STEAM) skills.

Our 16 technical colleges and 33 universities, with a combined total of 94 campus locations[3] around the state, prepare students to make strong contributions to Wisconsin's economy—and the leaders who hire them.

Wisconsin offers the right mix of talent, cost competitiveness, and collaborative infrastructure to compete with major coastal hubs, particularly in biologics, personalized medicine, and advanced manufacturing.

Of Wisconsin employers,
97%
say they are satisfied with technical college graduates' education[3]

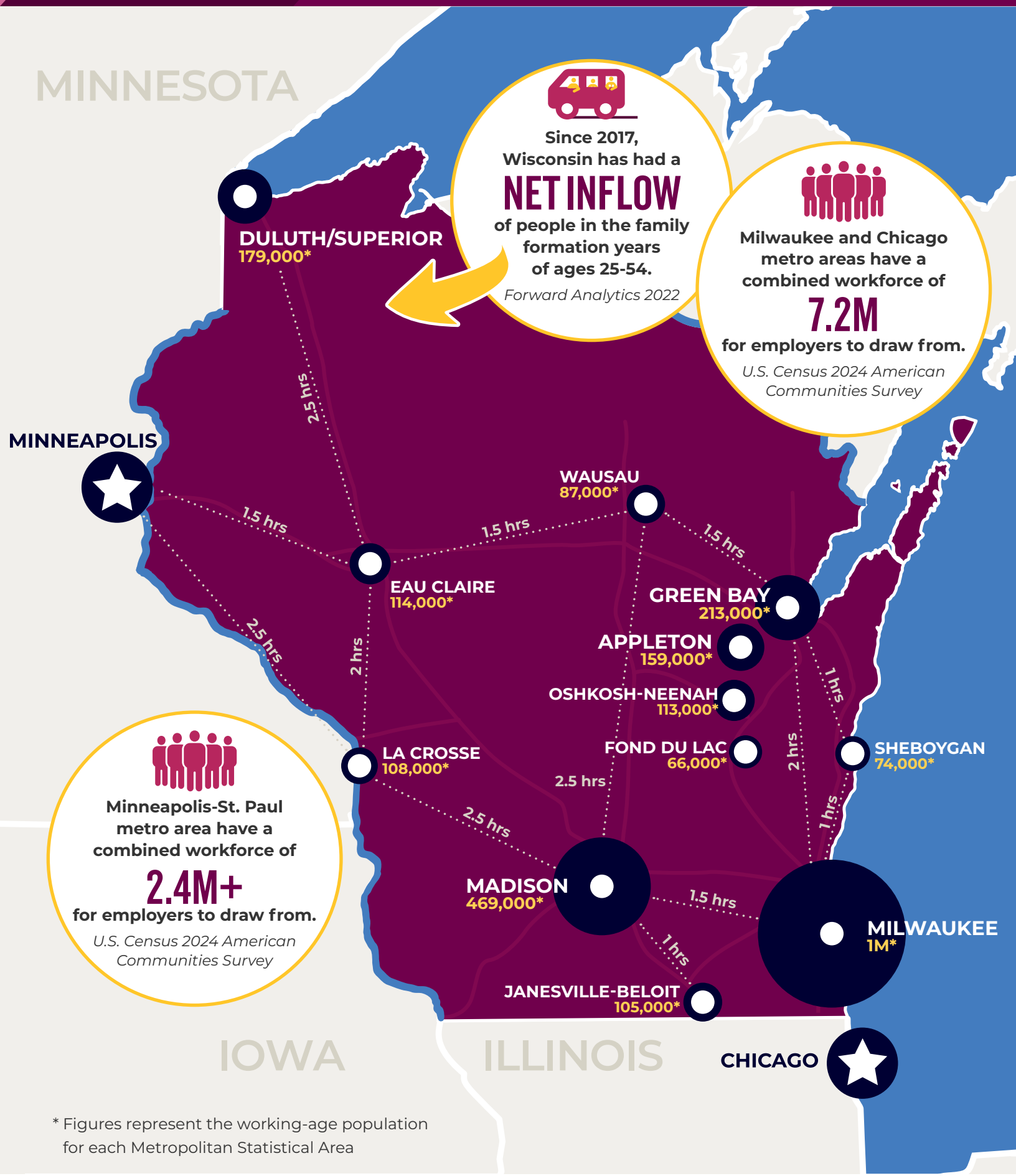
A HIGHLY INTEGRATED SYSTEM OF HIGHER EDUCATION

Our state built the **Wisconsin Technical College System** to deliver on workforce skill needs, with employer relationships and involvement at the core of its mission. With nearly 300,000 students across 16 colleges and more than 50 campuses throughout the state, Wisconsin's largest higher education system offers:

- A solid focus on the STEAM fundamentals advanced manufacturing employers highly value
- Customized training programs created at employers' request—up and running in eight weeks or less
- State-of-the-art facilities containing the same equipment industry leaders use—or, in some cases, more advanced equipment than industry standards
- Industry-prepared faculty with relevant private sector experience in the subjects they teach
- Advisory boards that proactively enlist members from industry-leading companies so the schools can stay in touch with industry needs
- In-depth relationships with area companies—often spanning decades—that involve workforce training, use of college facilities, placement of new graduates with a given company, and more. Companies' input informs program and curriculum development and delivery.

Sources: (1) U.S. NCES IPEDS; (2) Lightcast 2025 Q4 Dataset; (3) Wisconsin Technical College System.

THE WORKFORCE YOU NEED



* Figures represent the working-age population for each Metropolitan Statistical Area

WELL CONNECTED AND CENTRALLY LOCATED

EASY ACCESS TO GET YOUR GOODS TO MARKET

Wisconsin isn't a single port economy—it has a distributed system across Lake Michigan and Lake Superior, offering access to three different Great Lakes shipping corridors and integration with Class I rail and interstate trucking, creating a multi-port Great Lakes logistics platform.

PORT OF MILWAUKEE:

Fifth-largest port in the Midwest and the only Lake Michigan port approved to serve the Mississippi River inland waterway system with direct barge access to the Illinois River; equipped to handle heavy machinery exports and bulk goods in liquid and solid form with storage available; includes a state-of-the-art agriculture maritime export facility

PORT OF GREEN BAY:

Provides the shortest and most direct route for shipments between the Midwest U.S. and the rest of the world—including overnight delivery; equipped to handle dry bulk commodities, liquids, and oversized cargo

PORT OF DULUTH-SUPERIOR:

The largest and busiest port of the Great Lakes, handling 35 million tons annually; connects to the U.S. East and Gulf coasts via the St. Lawrence Seaway and the Mississippi River, with rail connections to the West Coast

DISCOVER THE WISCONSIN ADVANTAGE

0.4% EFFECTIVE TAX RATE

on income from manufacturing activities

Wis. Stat. § 71.07(5n)

#4 BEST STATE

to live in

WalletHub, 2026

#1 IN THE U.S.

for manufacturing employment per capita

Lightcast 2025 Q4 Dataset

VERY LOW RISK

of natural disaster

WEDC analysis of FEMA data

EXCELLENT CREDIT RATING

and fully funded state pension plan, leading to **low risk of tax increases**

AA1 Moody's
AA Fitch Ratings

LOW TAX

low-regulation, business-welcoming environment

NEARLY 85%

of Wisconsin's borders are water

WEDC analysis using a Wisconsin Department of Natural Resources map

Wisconsin borders the Great Lakes, which together contain

1/5 OF THE WORLD'S FRESH WATER

Wisconsin Water Facts, Wisconsin Water Library, UW-Madison

Wisconsin has an estimated

1.2 QUADRILLION GALLONS

of groundwater

Wisconsin Water Facts, Wisconsin Water Library, UW-Madison

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LOOK FORWARD

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