

WHY WISCONSIN WINS IN THERANOSTICS

BioForward
WISCONSIN

BUILT FOR SPEED. DESIGNED FOR SCALE. PROVEN IN PRACTICE.

Wisconsin brings together the full theranostics lifecycle—from **isotope production to patient delivery**—in one connected, collaborative ecosystem.

Companies don't just locate here—they integrate, accelerate, and advance.



Full-Stack. Fully Connected.

A complete theranostics value chain operating in Wisconsin TODAY:

Isotope Production



Radiopharmaceutical Development



Preclinical & Translational Capabilities



Dosimetry & Precision Optimization



Clinical Translation & Care Delivery



Imaging, Devices & Enabling Technologies



Manufacturing, Packaging & Delivery



WHY COMPANIES CHOOSE WISCONSIN



Everything a company needs, without the friction:

- Access to commercial-scale isotope production
- Established clinical and research partners
- A workforce trained in radiochemistry, medical physics, and nuclear medicine
- Capabilities that span the full development lifecycle
- A collaborative environment that supports coordination across organizations

BUILT ON MOMENTUM

- 550% growth in theranostics investment
- \$5B-\$12B projected global market by 2030
- 15-24% compound annual growth rate
- Wisconsin has a U.S. federally designated & funded Biotechnology Tech Hub for personalized medicine

Companies in Wisconsin are participating in and contributing to this growth across multiple areas of the field.

POWERED BY RESEARCH. READY FOR INDUSTRY.

Two institutions. One integrated engine:

- University of Wisconsin-Madison - Global leader in radiochemistry, imaging, and medical physics
- Medical College of Wisconsin - Clinical leader in nuclear medicine and radiation oncology

Together, they produce the talent, research, and clinical expertise required to scale theranostics.

ADVANCING THERANOSTICS THROUGH COORDINATION

Initiative for Theranostics and Particle Therapy

This effort brings together expertise across oncology, radiology, and medical physics to support research, collaboration, and the development of new therapies.

Specialized Talent Pipeline Includes:

- Radiochemists
- Medical physicists
- Dosimetrists
- Clinical specialists in nuclear medicine and radiation oncology

Training is closely connected to both research and clinical environments.

FROM RESEARCH TO CLINICAL USE

Through the Wisconsin Biohealth Tech Hub:

- Theranostics approaches are being implemented in clinical workflows
- Health systems are collecting data on clinical and economic outcomes
- Collaboration across organizations supports continued adoption

Wisconsin is not waiting for the future of theranostics—it is actively deploying it.



What sets Wisconsin apart is not just capability, it's connectivity. From isotope to individualized therapy, Wisconsin delivers one of the most complete theranostics ecosystems in the nation. If you're building in theranostics—build where the system already works.

Industry connections, ecosystem insights, and strategic partnerships:

Lisa Johnson
CEO

ljohnson@bioforward.org
608-236-4753



Site selection support, infrastructure expertise, and business expansion resources:

Heather Smith
Manager, Economic Development
heathersmith@alliantenergy.com
608-234-7290



www.bioforward.org/winwithwi

