# WISCONSIN BIOHEALTH INDUSTRY ECONOMIC IMPACT 2026

READY-TO-SHARE SOCIAL MEDIA POSTS FOR BIOFORWARD MEMBERS

## About this toolkit

These suggested posts make it easy for BioForward members and partners to share Wisconsin's biohealth story on their own social media channels. Copy and paste the posts that fit your organization, personalize the wording if you wish, and help celebrate the people and businesses driving the state's biohealth economy.

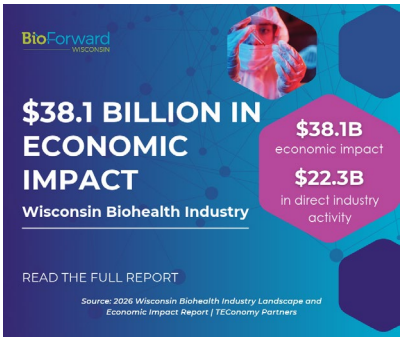
The toolkit is intended for companies of all sizes and across the biohealth ecosystem, including research, manufacturing, medical devices, pharmaceuticals, digital health, suppliers, professional services, and economic development partners. Each post includes a link to the full 2026 economic impact report and relevant hashtags.

## Which posts are most relevant to your organization?

The suggestions below are starting points, not restrictions. Choose any post that helps you tell your organization's Wisconsin biohealth story.

| Suggested post | Good fit for |
|---|---|
| **01 $38.1B economic impact** | Biohealth companies, economic development organizations, chambers of commerce, research institutions |
| **02 Faster-than-national job growth** | Biohealth employers, economic development teams, site selectors, regional business groups |
| **03 Nearly 139,000 jobs supported** | Employers, local chambers, workforce partners, suppliers, community and economic development groups |
| **04 High-wage career opportunities** | HR and talent acquisition teams, technical colleges, universities, workforce development organizations |
| **05 Statewide supplier benefits** | Precision manufacturers, packaging providers, engineering firms, logistics, IT and other suppliers |
| **06 Research and development strength** | Research institutions, universities, hospitals, clinical partners, R&D teams |
| **07 Wisconsin patents and innovation** | Medical device and imaging companies, startups, incubators, research and technology transfer teams |

Read the full report: https://www.bioforward.org/economic-impact




## 01 Wisconsin's $38.1 Billion Biohealth Industry

Wisconsin's biohealth industry is making a BIG impact!

According to the 2026 Wisconsin Biohealth Industry Landscape and Economic Impact Report, our state's biohealth industry generates an incredible $38.1 BILLION in total annual economic activity, including $22.3 billion in direct industry activity.

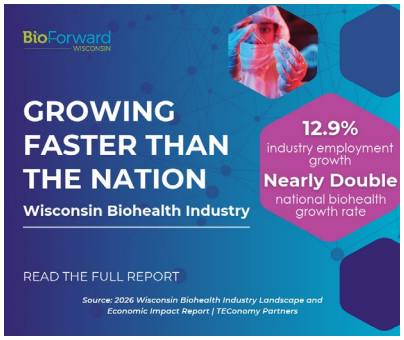
From groundbreaking research and advanced manufacturing to the businesses and communities supported by the industry, biohealth is a powerful economic engine for Wisconsin.

These numbers tell an important story: When Wisconsin biohealth thrives, Wisconsin thrives.

Wisconsin can be proud of the companies, researchers, innovators, and workers making this possible!

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #WisconsinEconomy #EconomicImpact #LifeSciences #EconomicDevelopment




## 02 Wisconsin Biohealth Is Outpacing the Nation

Wisconsin biohealth isn't just growing. It's outpacing the nation!

Between 2021 and 2025, Wisconsin's biohealth industry employment grew 12.9%, nearly DOUBLE the national biohealth growth rate of 6.9%.

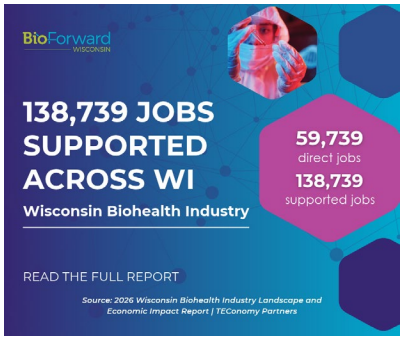
Even more impressive? Wisconsin's overall employment grew just 5.1% during that same period.

With 2,667 biohealth industry establishments operating across the state, Wisconsin continues to demonstrate its strength as a destination for innovation, manufacturing, and high-quality jobs.

That's momentum worth celebrating and building upon!

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #WisconsinJobs #JobGrowth #LifeSciences #AdvancedManufacturing




## 03 Nearly 139,000 Wisconsin Jobs Supported

When biohealth companies grow, the benefits reach far beyond their own employees!

Wisconsin's biohealth industry directly employs 59,519 people and supports an incredible 138,739 jobs statewide when supplier and household spending impacts are included.

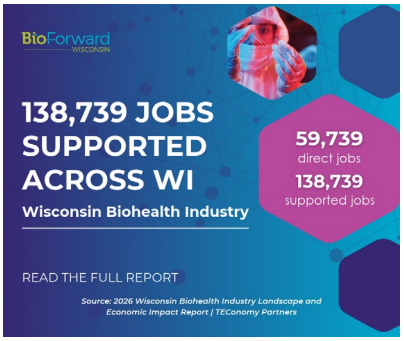
That means every direct biohealth job supports another 1.33 jobs in Wisconsin's economy!

From manufacturing and transportation to professional services and local businesses, the success of Wisconsin's biohealth industry helps create opportunities for workers and communities throughout the state.

One industry. Thousands of connections. A tremendous statewide impact!

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #WisconsinJobs #EconomicImpact #SupplyChain #WisconsinEconomy




## 04 High-Quality Jobs, Exceptional Wages

Wisconsin's biohealth industry isn't just creating jobs. It's creating high-value career opportunities!

In 2025, the industry's average annual wage reached $116,452, an impressive 76% ABOVE Wisconsin's statewide average of $66,226.

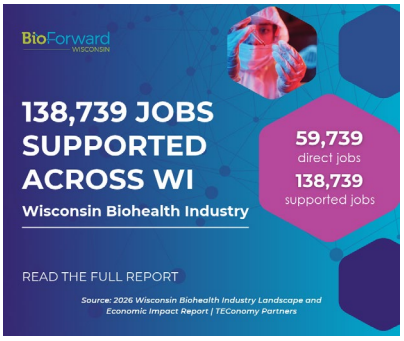
These opportunities span a wide range of fields, from scientific research and engineering to advanced manufacturing, technology, operations, and business services.

For Wisconsin workers and families, a thriving biohealth industry means access to rewarding careers and strong earning potential right here at home.

That's something to celebrate!

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #WisconsinJobs #WorkforceDevelopment #STEMCareers #LifeSciences




## 05 The Impact Extends Across Wisconsin's Supply Chain

You don't have to work for a biohealth company to benefit from Wisconsin's biohealth industry!

The 2026 Wisconsin Biohealth Industry Landscape and Economic Impact Report shows that Wisconsin biohealth companies generate approximately $7.7 BILLION in economic activity through in-state suppliers, supporting more than 35,000 additional jobs.

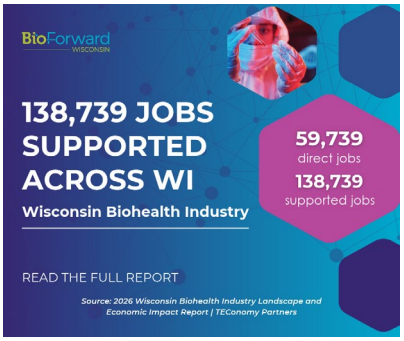
That includes businesses providing transportation, manufacturing components, technology, engineering, packaging, facilities services, and much more.

It's a powerful reminder that biohealth is deeply connected to Wisconsin's broader economy and that the industry's success creates opportunities for businesses of all sizes.

Wisconsin innovation supports Wisconsin business!

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #SupplyChain #WisconsinManufacturing #SmallBusiness #EconomicDevelopment




## 06 Wisconsin's Research Strength Is Growing

Big discoveries begin with bold research, and Wisconsin is delivering!

Wisconsin's universities and research institutions invested $1.43 BILLION in biohealth-related research and development in 2024, representing 33.4% growth since 2021.

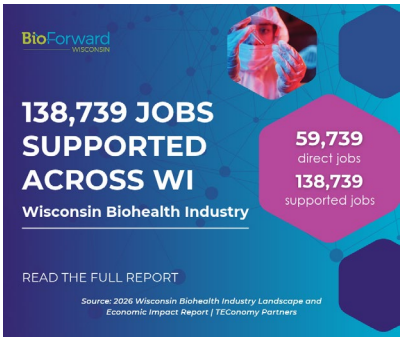
That's faster than the national growth rate of 27.4%!

Wisconsin's world-class research institutions aren't just advancing science. They're developing talent, supporting industry partnerships, and helping create the discoveries that can become tomorrow's breakthrough technologies and treatments.

Wisconsin's research community is helping build the future of biohealth. That's something worth celebrating!

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #ResearchAndDevelopment #BiomedicalResearch #Innovation #WisconsinUniversities




## 07 Wisconsin Innovation Is Producing Results

Wisconsin innovation is something worth celebrating!

From 2021 through 2025, inventors and organizations with Wisconsin connections received 3,161 biohealth-related patents!

An impressive 1,913 of those patents were in medical and surgical device technologies, reflecting Wisconsin's longstanding strengths in medical technology, imaging, and advanced devices.

Behind these patents are scientists, engineers, researchers, and entrepreneurs working to solve some of healthcare's toughest challenges.

These innovations represent more than technological progress. They demonstrate Wisconsin's ability to turn ideas into discoveries with the potential to improve lives.

https://www.bioforward.org/economic-impact

#WisconsinBiohealth #MedTech #MedicalDevices #IntellectualProperty #Innovation