BioForward WISCONSIN

Wisconsin Biohealth
STATE ADVOCACY

Biohealth is an engine of Wisconsin growth, delivering high-quality jobs, research and manufacturing activity, in-state supplier demand, and a tax base that extends well beyond the firms directly classified in the industry. Its performance makes biohealth a strategic economic development priority.





Economic Impacts of Wisconsin's Biohealth Industry

Direct Impacts – Wisconsin Biohealth Industry Employment	Total Impacts Across Wisconsin		
Wisconsin Biohealth Industry Employment: 59,519	Employment: 138,739	Wages & Benefits: $12.3B	Economic Activity: $38.1B
	State and Local Taxes: $1.4B	Federal Tax Revenue: $2.8B	



Data provided by TEConomy Partners

Wisconsin Biohealth is?

Major Subsectors, Employment & Establishment Totals, & Example Companies Operating in the State

Biomedical Research & Testing
WI Employment: 13,869 **Employment Trend:** +20% **WI Establishments:** 740
Companies: Eurofins, Abbott/Exact Sciences, Labcorp, Thermo Fisher Scientific/PPD, Quest Diagnostics

Digital Health
WI Employment: 16,197 **Employment Trend:** +19% **WI Establishments:** 112
Companies: AIQ Solutions, EnsoData, Epic Systems, Moxe Health, Redox, Vydiant

Drugs & Pharmaceuticals
WI Employment: 6,578 **Employment Trend:** +10% **WI Establishments:** 76
Companies: Aldevron, Arrowhead Pharma, LGC-Biosearch Technologies, Catalent Biologics, Eli Lilly and Company, Illumina, MilliporeSigma, NorthStar Medical Radioisotopes, Promega, Scientific Protein Labs, SHINE Technologies, Sterling Pharma Solutions

Medical Devices & Equipment
WI Employment: 10,828 **Employment Trend:** -8% **WI Establishments:** 204
Companies: GE Healthcare, Abbott, Accuray, Gilson

Biohealth-Related Distribution
WI Employment: 12,047 **Employment Trend:** +22% **WI Establishments:** 1,536
Companies: Cardinal Health, McKesson

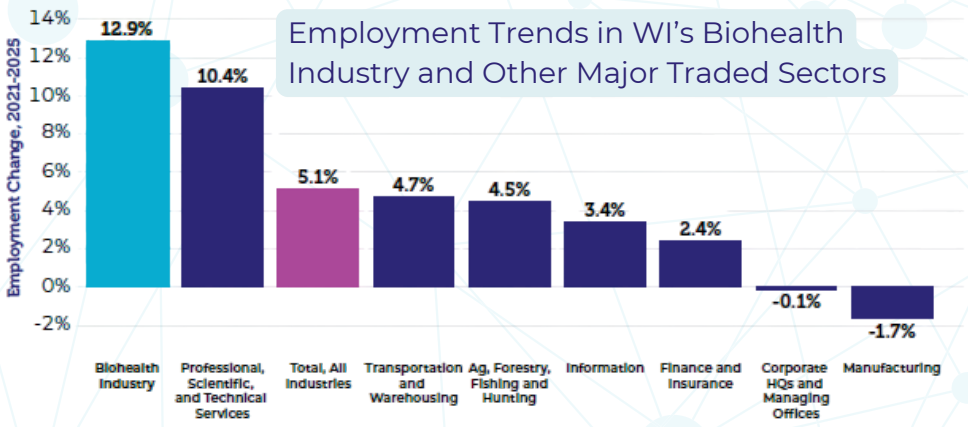
The sector stands out for growth and wages

Wisconsin biohealth industry employment growth is outpacing national growth by 6.9%.

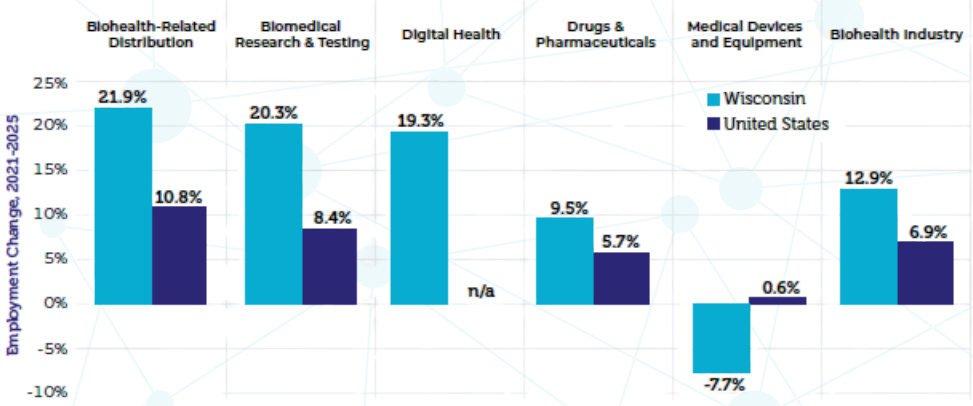
Wisconsin's biohealth industry employs over **59,500** workers AND supports more than **139,000** jobs across the state

Wisconsin's biohealth industry has average wages of **$116,000** which is **76%** above the state average

Employment Trends in WI's Biohealth Industry and Other Major Traded Sectors



Employment Trends for WI and U.S. Biohealth Industry & Major Subsectors



Wisconsin's Biohealth Strengths. Statewide Benefits.

Wisconsin's specialized biohealth industries drive innovation and investment, directly employing 59,519 workers and generating $38.1 billion in total economic impact while supporting manufacturers, suppliers, and businesses in communities throughout the state.

Medical Device Manufacturing & Imaging

10,828 jobs | 26% greater concentration than the U.S.

A national strength in advanced medical imaging, diagnostics, and medical devices, with imaging-related irradiation apparatus manufacturing nearly 13 times more concentrated than the national average.

Industry leaders: GE HealthCare, Accuray, Medtronic

Pharmaceuticals & Biomanufacturing

6,578 jobs | 9.5% growth since 2021

Growing expertise in biologics, pharmaceuticals, and advanced manufacturing, reinforced by major investments such as Eli Lilly's planned $4 billion expansion.

Industry leaders: Eli Lilly, Promega, Catalent, FUJIFILM Cellular Dynamics

Personalized Medicine

$80M+ in Wisconsin Biohealth Tech Hub commitments

Connecting Wisconsin's strengths in health data, advanced imaging, clinical research, and manufacturing to advance personalized treatments and commercialization.

Key partners: GE HealthCare, Epic, UW–Madison, MCW

Probiotics & Microbial Biotechnology

Emerging strength | $165M Novonesis expansion

Building on Wisconsin's expertise in dairy science, fermentation, and microbiome research to advance innovation in human health, nutrition, agriculture, and biotechnology.

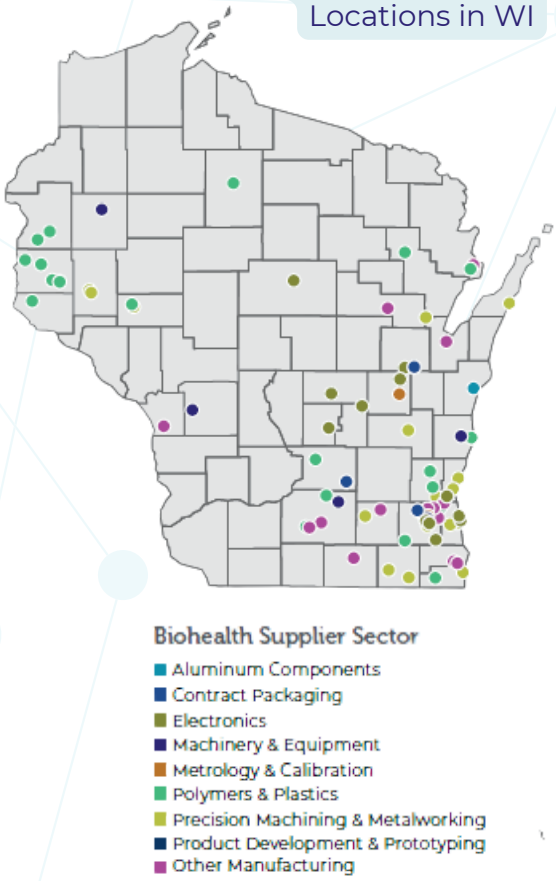
Industry leaders: Novonesis, IFF, Microbial Discovery Group

Investing in the Next Generation of Wisconsin Companies

18 emerging companies supported | 31% growth in HHS SBIR/STTR funding (2021–2024)

Wisconsin's entrepreneurial ecosystem is translating research into commercial opportunities. Continued investment in startup capital, shared laboratory infrastructure, and commercialization support will help more innovations become growing Wisconsin companies.

Major Supplier Sectors and Examples of Prominent Locations in WI



$7.7B
In-state Supplier Activity

35,368
Supplier Jobs Supported

Wisconsin's Biohealth Impact Extends Across the State

Biohealth companies rely on Wisconsin businesses for precision manufacturing, components, packaging, engineering, technology, logistics, and more. These connections create economic opportunities far beyond the companies directly developing medical technologies.

Wisconsin Expansions & Investments

plus many more, see full listing in the report

Lilly · GE HealthCare · Catalent · Forward BIOLABS · FUJIFILM Cellular Dynamics · MDG Microbial Discovery Group · NorthStar Medical Radioisotopes, LLC · labcorp · arrowhead pharmaceuticals · Medical College of Wisconsin

A Call to Action

As a Wisconsin policymaker, you play a vital role in a thriving industry!

With 59,519 direct jobs and $38.1 billion in total economic impact, biohealth drives high-wage employment, innovation, and economic opportunity in communities throughout Wisconsin. Continued support for entrepreneurship, commercialization, workforce development, and a competitive business environment will help innovative companies start, stay, and grow in Wisconsin—strengthening our economy for generations to come.

1. **Healthcare Access & Coverage Initiatives**
2. **Strengthen Competitive Business Climate**
3. **Improve Commercialization Readiness**
4. **Grow the Workforce Pipeline**

Discover how Wisconsin's biohealth industry is driving innovation and delivering results.

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