

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Healthcare and Pharmaceuticals: The AI Visibility Report

Three machine reads of the 177 organisations in the Healthcare and Pharmaceuticals cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

135	43	5	42
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 5 of 135 sites clear 70. The rest is unclaimed.

Of the 177 sites approached, 42 could not be measured at all: 23 refused our reader outright, 14 gave it no response, and 5 serve pages that are empty until scripts run. Of the 135 sites our reader could read, 5 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 65), meaning is patchy (AI Search median 49), and identity is the collapse (Representation median 13, with 130 of 135 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

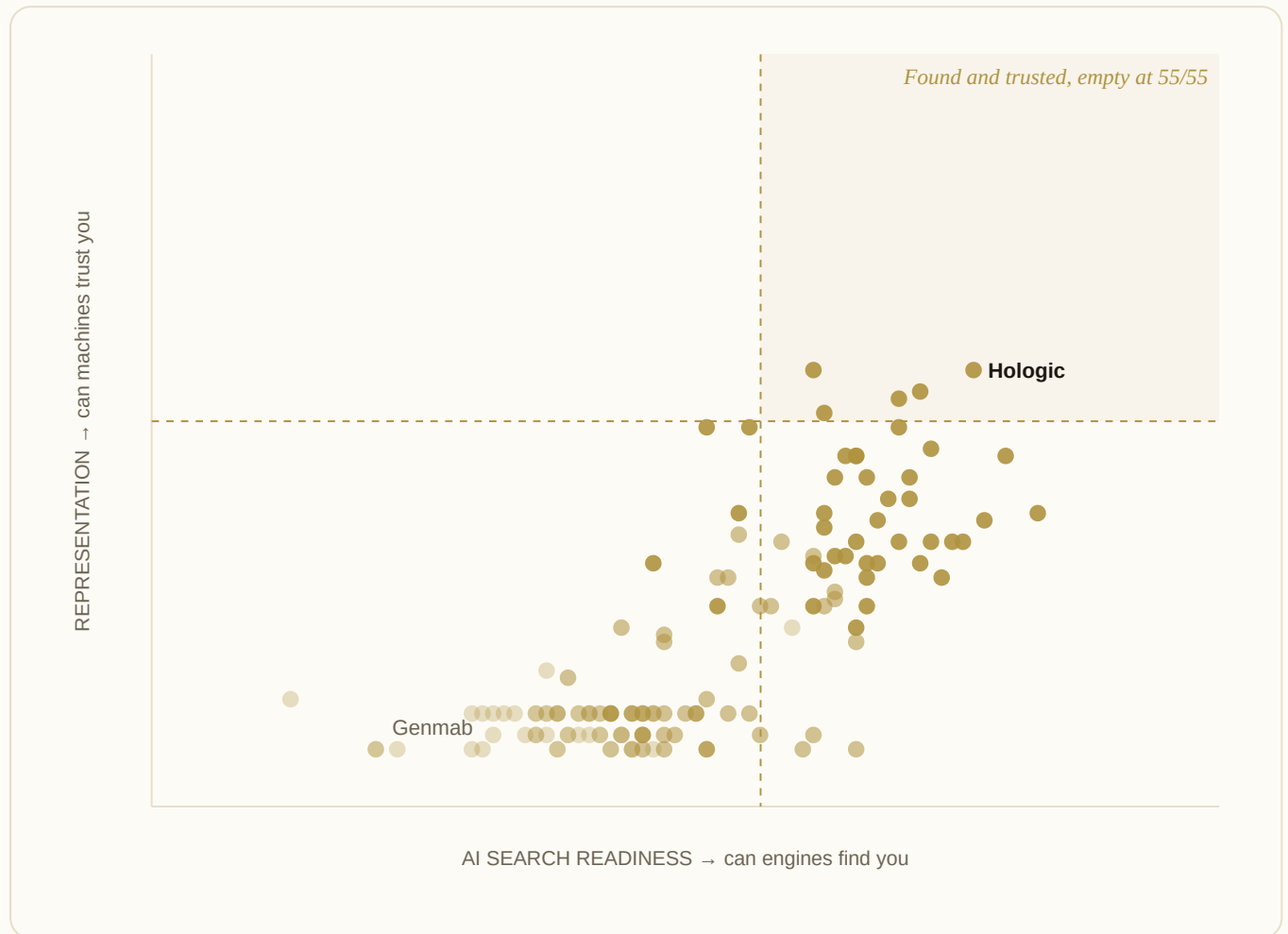
The three reads

AI Search Readiness. Median 49, range 13 to 83. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 65, range 30 to 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 61. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: this cohort is led by Hologic on 76, while Genmab sits on 21. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	76 of 135	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	98 of 135	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	20	35 of 135	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 135	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (76 of 135 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (98 of 135 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Hologic hologic.com · ranked 1	79	100	0	50	61
Sonova sonova.com · ranked 51	0	0	20	50	13

Why the pair. Hologic leads this cohort. Sonova is the ordinary case, the site whose representation score sits closest to the cohort median of 13. It is ranked 51 of 135 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Hologic hologic.com	76	77	90	61
2	Biocon biocon.com	72	72	87	58
3	BeiGene beonemedicines.com	70	71	92	46
4	Novartis novartis.com	70	70	87	53
5	Servier servier.com	70	83	87	41
6	Guardant Health guardanthealth.com	69	80	79	49
7	Penumbra penumbrainc.com	68	78	85	40
8	Zoetis zoetis.com	68	63	87	55
9	Eurofins Scientific eurofins.com/en	67	73	77	50
10	Natera natera.com	67	76	89	37
11	Medpace medpace.com	66	73	89	37
12	Globus Medical globusmedical.com	65	70	87	37
13	Merck & Co. merck.com	65	70	68	57
14	Regeneron Pharmaceuticals regeneron.com	65	69	83	43
15	Boston Scientific bostonscientific.com/en-US/home.html	64	68	83	40
16	DaVita davita.com	64	72	87	34
17	GSK gsk.com/en-gb	64	66	89	37
18	Zimmer Biomet zimmerbiomet.com/en	64	63	89	41
19	Veeva Systems veeva.com	63	64	90	35

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	BioMarin Pharmaceutical biomarin.com	62	68	85	34
21	Elevance Health elevancehealth.com	62	62	63	61
22	Ionis Pharmaceuticals ionis.com	62	63	83	39
23	LEO Pharma leo-pharma.com	62	63	89	33
24	Quest Diagnostics questdiagnostics.com	62	62	89	34
25	Ipsen ipsen.com	61	65	82	35
26	Sartorius sartorius.com/en	61	66	69	49
27	UCB ucb.com	61	66	69	49
28	Pfizer pfizer.com	60	64	69	46
29	UnitedHealth Group unitedhealthgroup.com	60	67	66	46
30	Viatis viatis.com/en	59	65	63	49
31	West Pharmaceutical Services westpharma.com	59	55	82	41
32	ICU Medical icumed.com	58	52	68	53
33	Samsung Biologics samsungbiologics.com	58	75	63	37
34	Catalent catalent.com	57	74	65	32
35	Oxford Nanopore Technologies nanoporetech.com	57	62	82	28
36	Alcon alcon.com	56	56	58	53
37	Bristol Myers Squibb bms.com	56	67	73	28
38	Johnson & Johnson jnj.com	56	66	76	25
39	Kenvue kenvue.com	56	53	87	28
40	Neurocrine Biosciences neurocrine.com	56	67	68	32
41	Takeda takeda.com	56	67	66	34

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Bio-Rad Laboratories bio-rad.com	55	71	50	43
43	Dexcom dexcom.com	55	47	83	34
44	Cigna cigna.com	54	63	71	28
45	Danaher danaher.com	54	55	68	38
46	Kaiser Permanente healthy.kaiserpermanente.org/front-door	54	64	69	29
47	Lupin lupin.com	54	59	66	37
48	Organon organon.com	54	66	87	8
49	WuXi AppTec wuxiapptec.com	54	62	66	35
50	Owens & Minor owens-minor.com	53	64	65	30
51	Sonova sonova.com	53	56	89	13
52	Gilead Sciences gilead.com	50	58	63	28
53	Walgreens Boots Alliance corporate.walgreens.com	50	61	82	8
54	Abbott Laboratories abbott.com/en-us/homepage	49	54	62	32
55	bioMérieux biomerieux.com/us/en.html	49	55	71	20
56	Incyte incyte.com	49	53	62	32
57	Exelixis exelixis.com	47	52	82	8
58	Convatec convatec.com	46	66	50	23
59	Hoya hoya.com	46	43	83	13
60	Chiesi Farmaceutici chiesi.com/it	45	57	50	28
61	Moderna modernatx.com	45	62	62	10
62	Biogen biogen.com	44	48	71	13
63	Cencora cencora.com	44	57	65	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	CSL csl.com	44	51	68	13
65	Spire Healthcare spirehealthcare.com	44	52	64	15
66	Steris steris.com	44	48	62	23
67	Krka krka.biz	43	45	72	13
68	Teva Pharmaceutical Industries tevapharm.com	43	54	62	13
69	Almirall almirall.com	42	51	62	13
70	CVS Health cvshealth.com	42	48	71	8
71	Galderma galderma.com	42	49	68	10
72	Grifols grifols.com/en/home	42	46	68	13
73	STADA Arzneimittel stada.com	42	50	63	13
74	Alnylam Pharmaceuticals alnylam.com	41	46	68	10
75	Daiichi Sankyo daiichisankyo.com	41	44	54	25
76	HCA Healthcare hcahealthcare.com	41	48	52	24
77	McKesson mckesson.com	41	47	62	13
78	Molina Healthcare molinahealthcare.com	41	52	62	8
79	Orion orionpharma.com/fi	41	46	68	8
80	Smith+Nephew smith-nephew.com/en	41	43	68	13
81	Amgen amgen.com	40	46	62	13
82	Astellas Pharma astellas.com/en	40	38	68	13
83	Demant demant.com	40	39	62	18
84	Dentsply Sirona dentsplysirona.com/en-us	40	43	63	13
85	Getinge getinge.com/us	40	46	63	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Hikma Pharmaceuticals hikma.com	40	45	62	13
87	Repligen repligen.com	40	43	68	8
88	Sanofi sanofi.com/en	40	48	62	10
89	Ambu ambu.com	39	44	63	10
90	Aurobindo Pharma aurobindo.com	39	41	62	13
91	BioNTech biontech.com/us/en/home.html	39	44	62	10
92	Dr. Reddy's Laboratories drreddys.com	39	44	62	10
93	Elanco Animal Health elanco.com/us	39	42	65	10
94	ICON iconplc.com	39	42	62	13
95	Integra LifeSciences integralife.com	39	39	68	10
96	Intuitive Surgical intuitive.com/en-us	39	46	62	10
97	IQVIA iqvia.com	39	41	62	13
98	Menarini menarini.com/en-us.html	39	42	62	13
99	Olympus olympus-global.com	39	37	68	13
100	Perrigo perrigo.com	39	40	68	10
101	Ramsay Health Care ramsayhealth.com	39	41	62	13
102	Celltrion celltrion.com/en-us	38	40	62	13
103	Cochlear cochlear.com/us/en/home	38	45	62	8
104	Elekta elekta.com	38	41	62	10
105	Jazz Pharmaceuticals jazzpharma.com	38	37	63	13
106	Labcorp labcorp.com	38	60	30	25
107	Roche roche.com	38	38	62	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Sarepta Therapeutics sarepta.com	38	38	68	8
109	Shionogi shionogi.com/us/en	38	45	62	8
110	Siemens Healthineers siemens-healthineers.com	38	42	62	10
111	Zydus Lifesciences zyduslife.com	38	40	62	13
112	Align Technology aligntech.com	37	37	56	19
113	Centene centene.com	37	45	59	8
114	Dechra Pharmaceuticals dechra.com	37	39	62	10
115	Medtronic medtronic.com/en-us/index.html	37	47	52	13
116	Bruker bruker.com/en.html	36	33	63	13
117	Edwards Lifesciences edwards.com	36	32	65	10
118	Exact Sciences exactsciences.com	36	35	62	10
119	Fresenius fresenius.com	36	32	63	13
120	GN Store Nord gn.com	36	34	62	13
121	Össur ossur.com/region-selector	36	31	65	13
122	GE HealthCare gehealthcare.com/en-us	35	47	50	8
123	Insulet insulet.com	35	36	56	13
124	Kyowa Kirin kyowakirin.com	35	36	56	13
125	Novo Nordisk novonordisk.com	35	36	58	10
126	Fisher & Paykel Healthcare fphcare.com/us	34	38	56	8
127	Henry Schein henryschein.com	34	36	56	10
128	QIAGEN qiagen.com/us	34	30	59	13
129	Becton Dickinson bd.com/en-us	32	37	50	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	Otsuka Holdings otsuka.com/jp	30	31	52	8
131	Teleflex teleflex.com/usa/en	30	30	52	8
132	Stryker stryker.com	28	21	56	8
133	Sandoz sandoz.com	22	23	34	8
134	Boehringer Ingelheim boehringer-ingelheim.com	21	13	34	15
135	Genmab genmab.com	21	21	34	8

The 42 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 42 sites here, 23 refused our reader, 14 gave no response and 5 served a page that is empty until scripts run.

Refused the reader (23). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (14). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (5). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

AbbVie · refused the reader
AstraZeneca · refused the reader
Eli Lilly · refused the reader
Bayer · refused the reader
Vertex Pharmaceuticals · refused the reader
Lonza · refused the reader
Sun Pharmaceutical Industries · refused the reader
ResMed · refused the reader
Straumann · refused the reader
Coloplast · refused the reader
Agilent Technologies · refused the reader
Revvity · refused the reader
Charles River Laboratories · refused the reader
Bupa · refused the reader

Recordati · refused the reader
Bausch Health · refused the reader
H. Lundbeck · refused the reader
Ferring Pharmaceuticals · refused the reader
Terumo · refused the reader
Masimo · refused the reader
10x Genomics · refused the reader
Universal Health Services · refused the reader
Tenet Healthcare · refused the reader
Merck KGaA · no response
Eisai · no response
Baxter International · no response
Thermo Fisher Scientific · no response
Illumina · no response
Waters Corporation · no response

Humana · no response
Cardinal Health · no response
Chugai Pharmaceutical · no response
Ono Pharmaceutical · no response
Sumitomo Pharma · no response
Mitsubishi Tanabe Pharma · no response
Bio-Techne · no response
Sinopharm · no response
Indivior · script-only page
Cipla · script-only page
Haleon · script-only page
United Therapeutics · script-only page
Avantor · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

How this cohort was drawn

The list of 177 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 177 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

135 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 135 sites our reader could read; how the 42 it could not would have scored is unknown, and this report does not assume they would have scored worse.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.