

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Healthcare and Pharmaceuticals: The AI Visibility Report

Three machine reads of 177 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

134	42	1	43
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 177 sites approached, 43 could not be measured at all: 22 refused an automated reader outright, 15 gave one no response, and 6 serve pages that are empty until scripts run. Of the 134 sites a machine could read, 1 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 64), meaning is patchy (AI Search median 48), and identity is the collapse (Representation median 13, with 131 of 134 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

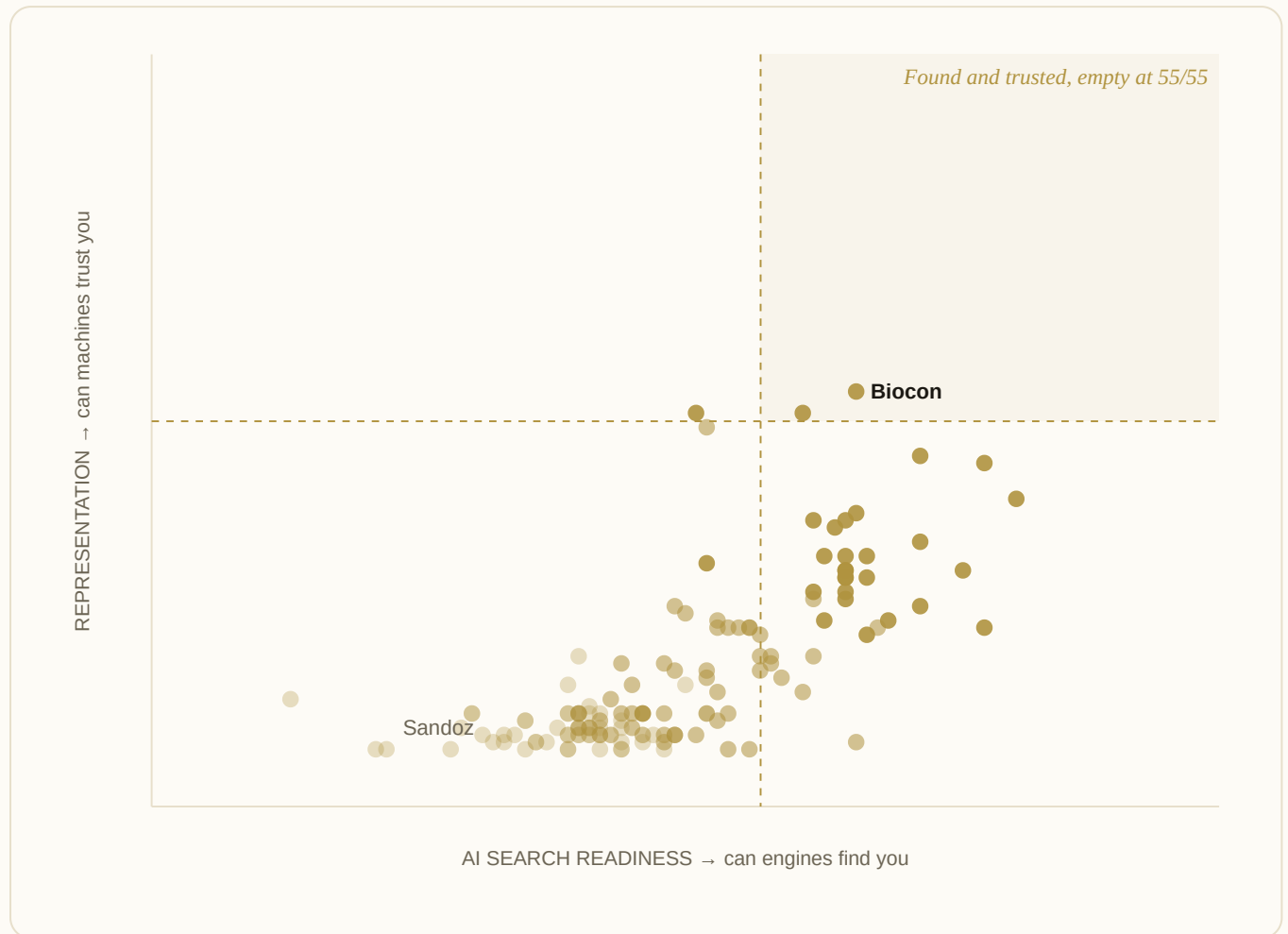
The three reads

AI Search Readiness. Median 48, range 13 to 81. 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 64, range 30 to 89. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 58. 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: the field is led by Biocon on 70, while Sandoz 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.

Every site a machine 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	Biocon biocon.com	70	66	87	58
2	Guardant Health guardanthealth.com	68	81	79	43
3	Zoetis zoetis.com	67	61	84	55
4	Medpace medpace.com	66	72	88	37
5	Merck & Co. merck.com	65	78	68	48
6	Novartis novartis.com	65	72	74	49
7	Servier servier.com	65	76	87	33
8	Natera natera.com	63	72	89	28
9	LEO Pharma leo-pharma.com	62	65	89	32
10	Veeva Systems veeva.com	62	65	88	33
11	Zimmer Biomet zimmerbiomet.com/en	62	65	89	32
12	BioMarin Pharmaceutical biomarin.com	60	69	85	26
13	DaVita davita.com	60	67	88	24
14	UCB ucb.com	60	65	75	40
15	Globus Medical globusmedical.com	59	65	84	29
16	ICU Medical icumed.com	58	51	68	55
17	Ipsen ipsen.com	58	62	83	30
18	Danaher danaher.com	57	64	69	39
19	Oxford Nanopore Technologies nanoporetech.com	57	63	82	26

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Penumbra penumbrainc.com	57	65	72	35
21	Regeneron Pharmaceuticals regeneron.com	57	65	76	30
22	Sartorius sartorius.com/en	57	62	69	40
23	Viatis viatis.com/en	57	66	63	41
24	Catalent catalent.com	56	78	65	25
25	Dexcom dexcom.com	56	52	83	34
26	Owens & Minor owens-minor.com	56	67	69	32
27	Pfizer pfizer.com	56	63	69	35
28	UnitedHealth Group unitedhealthgroup.com	56	67	66	35
29	Ionis Pharmaceuticals ionis.com	55	65	68	33
30	Bristol Myers Squibb bms.com	54	62	71	29
31	Organon organon.com	54	66	88	9
32	BeiGene beonemedicines.com	53	58	80	21
33	Takeda takeda.com	53	68	66	25
34	Alcon alcon.com	52	52	50	53
35	Kenvue kenvue.com	52	56	75	25
36	Recordati recordati.com	52	52	85	19
37	GSK gsk.com/en-gb	51	59	75	18
38	Hologic hologic.com	51	50	77	27
39	Johnson & Johnson jnj.com	50	56	69	25
40	Quest Diagnostics questdiagnostics.com	50	58	71	20
41	Boston Scientific bostonscientific.com/en-US/home.html	49	57	70	19

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Cigna cigna.com	49	61	71	16
43	CSL csl.com	49	57	68	21
44	Samsung Biologics samsungbiologics.com	49	62	63	21
45	Walgreens Boots Alliance corporate.walgreens.com	49	56	82	8
46	Exelixis exelixis.com	48	54	82	8
47	WuXi AppTec wuxiapptec.com	48	49	66	28
48	Abbott Laboratories abbott.com/en-us/homepage	47	53	62	25
49	Elevance Health elevancehealth.com	47	53	62	26
50	bioMérieux biomerieux.com/us/en.html	46	49	71	19
51	Hoya hoya.com	45	41	84	11
52	Lupin lupin.com	45	52	66	18
53	Bio-Rad Laboratories bio-rad.com	44	57	50	24
54	Chiesi Farmaceutici chiesi.com/it	44	54	52	25
55	Eurofins Scientific eurofins.com/en	44	48	63	20
56	Grifols grifols.com/en/home	44	52	66	13
57	HCA Healthcare hcahealthcare.com	44	55	52	25
58	Krka krka.biz	44	48	72	13
59	Spire Healthcare spirehealthcare.com	44	53	64	16
60	West Pharmaceutical Services westpharma.com	44	45	69	17
61	Almirall almirall.com	43	54	62	13
62	CVS Health cvshealth.com	43	48	71	9
63	Biogen biogen.com	42	45	68	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Cencora cencora.com	42	51	65	10
65	Galderma galderma.com	42	49	67	10
66	Moderna modernatx.com	42	53	61	12
67	Orion orionpharma.com/fi	42	49	68	10
68	Alnylam Pharmaceuticals alnylam.com	41	46	68	10
69	Astellas Pharma astellas.com/en	41	42	68	12
70	McKesson mckesson.com	41	46	63	13
71	Roche roche.com	41	46	64	13
72	Align Technology aligntech.com	40	44	56	20
73	Amgen amgen.com	40	43	62	15
74	Elanco Animal Health elanco.com/us	40	45	65	11
75	ICON iconplc.com	40	44	62	13
76	Olympus olympus-global.com	40	40	68	11
77	Perrigo perrigo.com	40	42	68	10
78	Sarepta Therapeutics sarepta.com	40	43	68	10
79	Siemens Healthineers siemens-healthineers.com	40	48	62	10
80	Steris steris.com	40	46	62	13
81	BioNTech biontech.com/us/en/home.html	39	46	63	9
82	Daiichi Sankyo daiichisankyo.com	39	40	57	21
83	Dentsply Sirona dentsplysirona.com/en-us	39	42	63	13
84	Edwards Lifesciences edwards.com	39	41	65	10
85	Gilead Sciences gilead.com	39	39	61	17

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86	Hikma Pharmaceuticals hikma.com	39	44	62	12
87	Incyte incyte.com	39	41	61	14
88	Integra LifeSciences integralife.com	39	40	68	10
89	Jazz Pharmaceuticals jazzpharma.com	39	40	63	13
90	Menarini menarini.com/en-us.html	39	41	64	13
91	Molina Healthcare molinahealthcare.com	39	48	62	8
92	Repligen repligen.com	39	42	68	8
93	Smith+Nephew smith-nephew.com/en	39	44	62	11
94	Celltrion celltrion.com/en-us	38	40	62	13
95	Convatec convatec.com	38	52	50	13
96	Dechra Pharmaceuticals dechra.com	38	40	62	11
97	Dr. Reddy's Laboratories drreddys.com	38	44	62	9
98	Getinge getinge.com/us	38	40	63	10
99	GN Store Nord gn.com	38	40	62	13
100	Intuitive Surgical intuitive.com/en-us	38	41	62	11
101	IQVIA iqvia.com	38	39	63	13
102	Ramsay Health Care ramsayhealth.com	38	42	62	10
103	STADA Arzneimittel stada.com	38	40	62	13
104	Stryker stryker.com	38	32	73	9
105	Teva Pharmaceutical Industries tevapharm.com	38	42	61	11
106	Zydus Lifesciences zyduslife.com	38	40	62	13
107	10x Genomics 10xgenomics.com	37	39	62	10

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108	Aurobindo Pharma aurobindo.com	37	38	62	11
109	Centene centene.com	37	44	60	8
110	Exact Sciences exactsciences.com	37	39	62	10
111	Fresenius fresenius.com	37	35	63	12
112	Sanofi sanofi.com/en	37	41	61	10
113	Elekta elekta.com	36	36	62	9
114	Kyowa Kirin kyowakirin.com	36	39	56	13
115	Medtronic medtronic.com/en-us/index.html	36	47	51	10
116	Demant demant.com	35	30	61	13
117	Novo Nordisk novonordisk.com	35	36	59	9
118	Shionogi shionogi.com/us/en	35	35	61	8
119	Bruker bruker.com/en.html	34	29	61	11
120	Fisher & Paykel Healthcare fphcare.com/us	34	39	56	8
121	GE HealthCare gehealthcare.com/en-us	34	44	50	8
122	Henry Schein henryschein.com	34	37	56	9
123	QIAGEN qiagen.com/us	34	30	59	13
124	Cochlear cochlear.com/us/en/home	33	39	53	8
125	Sonova sonova.com/en	33	35	53	12
126	Teleflex teleflex.com/usa/en	33	33	55	10
127	Insulet insulet.com	32	31	55	10
128	Labcorp labcorp.com	32	50	30	17
129	Össur ossur.com/region-selector	32	34	53	10

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130	Becton Dickinson bd.com/en-us	31	33	50	9
131	Otsuka Holdings otsuka.com/jp	29	28	52	8
132	Boehringer Ingelheim boehringer-ingelheim.com	21	13	34	15
133	Genmab genmab.com	21	21	34	8
134	Sandoz sandoz.com	21	22	34	8

The 43 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

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

Bausch Health · refused the reader

H. Lundbeck · refused the reader

Neurocrine Biosciences · refused the reader

Ferring Pharmaceuticals · refused the reader

Terumo · refused the reader

Masimo · 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

Ambu · 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

Kaiser Permanente · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. 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/.

Honest limits

134 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

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. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 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.