



## Europe's Most Active Medical Devices Professionals on Social - November 2022

### Industry at a glance:

Average Score:  
**11.13%**

Total Companies:  
**81**

Global Industry Average:  
**8.98%**

### Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages? Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, and future employees.

**Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

So, how active are your employees currently on social? And how does this compare to the rest of your industry? Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see a minimum of **30-40%** of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at [DSMN8.com](https://www.dsmn8.com)

### So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	Canon Medical	<a href="https://www.linkedin.com/company/canon-medical">https://www.linkedin.com/company/canon-medical</a>	Netherlands	944	237	25.11%	▲ 1
2	Medartis	<a href="https://www.linkedin.com/company/medartis">https://www.linkedin.com/company/medartis</a>	Switzerland	666	162	24.32%	▼ -1
3	Urgo	<a href="https://www.linkedin.com/company/urgo">https://www.linkedin.com/company/urgo</a>	France	527	126	23.91%	▲ 0
4	Medtronic	<a href="https://www.linkedin.com/company/medtronic">https://www.linkedin.com/company/medtronic</a>	Switzerland	1,487	309	20.78%	▲ 0
5	MicroPort	<a href="https://www.linkedin.com/company/microport">https://www.linkedin.com/company/microport</a>	France	619	120	19.39%	▲ 5
6	Thuasne	<a href="https://www.linkedin.com/company/thuasne">https://www.linkedin.com/company/thuasne</a>	France	551	105	19.06%	▲ 8
7	Asten Santé	<a href="https://www.linkedin.com/company/astensante">https://www.linkedin.com/company/astensante</a>	France	534	97	18.16%	New Entry
8	EMS	<a href="https://www.linkedin.com/company/ems">https://www.linkedin.com/company/ems</a>	Switzerland	566	101	17.84%	New Entry
9	Elivie	<a href="https://www.linkedin.com/company/elivie">https://www.linkedin.com/company/elivie</a>	France	728	125	17.17%	▲ 18
10	Terumo Europe	<a href="https://www.linkedin.com/company/terumo-europe">https://www.linkedin.com/company/terumo-europe</a>	Belgium	753	127	16.87%	▼ -5
11	Novocure	<a href="https://www.linkedin.com/company/novocure">https://www.linkedin.com/company/novocure</a>	Switzerland	1,065	174	16.34%	New Entry
12	Atos Medical	<a href="https://www.linkedin.com/company/atos-medical">https://www.linkedin.com/company/atos-medical</a>	Sweden	509	81	15.91%	New Entry
13	WSAudiology	<a href="https://www.linkedin.com/company/wsaudiology">https://www.linkedin.com/company/wsaudiology</a>	Denmark	2,314	367	15.86%	▼ -1
14	Bastide	<a href="https://www.linkedin.com/company/bastide">https://www.linkedin.com/company/bastide</a>	France	1,078	170	15.77%	▼ -6
15	Laerdal Medical	<a href="https://www.linkedin.com/company/laerdal-medical">https://www.linkedin.com/company/laerdal-medical</a>	Norway	1,359	210	15.45%	▲ 19
16	Lima Corporate	<a href="https://www.linkedin.com/company/lima-corporate">https://www.linkedin.com/company/lima-corporate</a>	Italy	785	119	15.16%	▲ 0
17	SOS Oxygene	<a href="https://www.linkedin.com/company/sos-oxygene">https://www.linkedin.com/company/sos-oxygene</a>	France	889	133	14.96%	▼ -6
18	Septodont	<a href="https://www.linkedin.com/company/septodont">https://www.linkedin.com/company/septodont</a>	France	825	123	14.91%	▲ 7
19	Wellspect HealthCare	<a href="https://www.linkedin.com/company/wellspect-healthcare">https://www.linkedin.com/company/wellspect-healthcare</a>	Sweden	601	89	14.81%	▼ -12
20	Olympus Medical Systems	<a href="https://www.linkedin.com/company/olympus-medical-systems">https://www.linkedin.com/company/olympus-medical-systems</a>	Germany	926	132	14.25%	▲ 3
21	3Shape	<a href="https://www.linkedin.com/company/3shape">https://www.linkedin.com/company/3shape</a>	Denmark	1,422	201	14.14%	▼ -12
22	Nemera	<a href="https://www.linkedin.com/company/nemera">https://www.linkedin.com/company/nemera</a>	France	991	136	13.72%	▲ 17
23	Mölnlycke	<a href="https://www.linkedin.com/company/molnlycke">https://www.linkedin.com/company/molnlycke</a>	Sweden	3,096	417	13.47%	▼ -10

24	Hamilton Medical	<a href="https://www.link">https://www.link</a>	Switzerland	557	74	13.29%	▲ 17
25	HARTMANN GROUP	<a href="https://www.link">https://www.link</a>	Germany	2,936	384	13.08%	▼ -4
26	Esaoite	<a href="https://www.link">https://www.link</a>	Italy	1,057	135	12.77%	▼ -9
27	Lohmann & Rauscher	<a href="https://www.link">https://www.link</a>	Germany	921	113	12.27%	▼ -3
28	ZEISS Medical Technology	<a href="https://www.link">https://www.link</a>	Germany	3,851	472	12.26%	▼ -13
29	Brainlab	<a href="https://www.link">https://www.link</a>	Germany	1,568	190	12.12%	▲ 1
30	Medela	<a href="https://www.link">https://www.link</a>	Switzerland	1,198	145	12.10%	▼ -12
31	Medacta International	<a href="https://www.link">https://www.link</a>	Switzerland	585	70	11.97%	▼ -5
32	Elekta	<a href="https://www.link">https://www.link</a>	Sweden	4,383	523	11.93%	▲ 14
33	Leica Biosystems	<a href="https://www.link">https://www.link</a>	Germany	2,276	268	11.78%	▼ -5
34	KARL STORZ	<a href="https://www.link">https://www.link</a>	Germany	3,138	367	11.70%	▼ -5
35	Vygon	<a href="https://www.link">https://www.link</a>	France	874	101	11.56%	▲ 8
36	Stago	<a href="https://www.link">https://www.link</a>	France	1,819	210	11.54%	▲ 12
37	Getinge	<a href="https://www.link">https://www.link</a>	Sweden	6,828	788	11.54%	▼ -18
38	Straumann	<a href="https://www.link">https://www.link</a>	Switzerland	7,076	813	11.49%	▲ 2
39	Arjo	<a href="https://www.link">https://www.link</a>	Sweden	3,953	451	11.41%	▼ -6
40	Nobel Biocare	<a href="https://www.link">https://www.link</a>	Switzerland	2,279	254	11.15%	▼ -4
41	Ypsomed	<a href="https://www.link">https://www.link</a>	Switzerland	1,090	115	10.55%	▼ -9
42	Coloplast	<a href="https://www.link">https://www.link</a>	Denmark	7,697	807	10.48%	▼ -5
43	Leica Microsystems	<a href="https://www.link">https://www.link</a>	Germany	2,347	243	10.35%	▼ -5
44	Össur	<a href="https://www.link">https://www.link</a>	Iceland	1,549	159	10.26%	▼ -13
45	Permobil	<a href="https://www.link">https://www.link</a>	Sweden	889	88	9.90%	▼ -25
46	MED-EL	<a href="https://www.link">https://www.link</a>	Austria	1,533	149	9.72%	▲ 1
47	Phonak	<a href="https://www.link">https://www.link</a>	Switzerland	1,165	111	9.53%	▲ 12
48	BIOTRONIK	<a href="https://www.link">https://www.link</a>	Germany	4,177	396	9.48%	▼ -4
49	Belimed	<a href="https://www.link">https://www.link</a>	Switzerland	615	57	9.27%	▼ -7
50	Vivanta	<a href="https://www.link">https://www.link</a>	Spain	731	67	9.17%	▲ 5
51	System Europe	<a href="https://www.link">https://www.link</a>	Germany	508	46	9.06%	New Entry
52	Radiometer	<a href="https://www.link">https://www.link</a>	Denmark	2,519	228	9.05%	▲ 10
53	Ivoclar	<a href="https://www.link">https://www.link</a>	Liechtenstein	2,083	186	8.93%	▼ -18
54	Olympus Europa	<a href="https://www.link">https://www.link</a>	Germany	1,701	142	8.35%	▲ 4
55	KaVo Dental	<a href="https://www.link">https://www.link</a>	Germany	588	49	8.33%	▲ 10
56	Oticon	<a href="https://www.link">https://www.link</a>	Denmark	1,352	112	8.28%	▲ 1
57	Ascensia Diabetes Care	<a href="https://www.link">https://www.link</a>	Switzerland	1,307	108	8.26%	▼ -8
58	Ottobock	<a href="https://www.link">https://www.link</a>	Germany	3,101	250	8.06%	▼ -13
59	Roche Diagnostics	<a href="https://www.link">https://www.link</a>	Netherlands	1,540	124	8.05%	▲ 1
60	B. Braun Group	<a href="https://www.link">https://www.link</a>	Germany	16,459	1,325	8.05%	▼ -9
61	Werfen	<a href="https://www.link">https://www.link</a>	Spain	4,621	372	8.05%	New Entry
62	Ambu	<a href="https://www.link">https://www.link</a>	Denmark	1,884	151	8.01%	▼ -56
63	KLS Martin	<a href="https://www.link">https://www.link</a>	Germany	892	71	7.96%	▼ -2
64	Demant Polska	<a href="https://www.link">https://www.link</a>	Poland	757	59	7.79%	▼ -10
65	Widex	<a href="https://www.link">https://www.link</a>	Denmark	1,790	135	7.54%	▲ 2
66	Alcon	<a href="https://www.link">https://www.link</a>	Switzerland	23,108	1,725	7.46%	▼ -10
67	Medipoint	<a href="https://www.link">https://www.link</a>	Netherlands	713	53	7.43%	▼ -17
68	IBA	<a href="https://www.link">https://www.link</a>	Belgium	2,295	151	6.58%	▼ -4
69	Demant	<a href="https://www.link">https://www.link</a>	Denmark	4,011	263	6.56%	▼ -6
70	SHL Medical	<a href="https://www.link">https://www.link</a>	Switzerland	1,239	80	6.46%	▼ -1
71	Rodenstock	<a href="https://www.link">https://www.link</a>	Germany	870	56	6.44%	▼ -19
72	Essilor	<a href="https://www.link">https://www.link</a>	France	9,257	550	5.94%	▼ -6
73	Sonova Group	<a href="https://www.link">https://www.link</a>	Switzerland	5,991	318	5.31%	▼ -20
74	Sunrise Medical	<a href="https://www.link">https://www.link</a>	Germany	1,140	51	4.47%	▼ -6
75	ReSound	<a href="https://www.link">https://www.link</a>	Denmark	1,134	38	3.35%	▼ -5
76	Creganna Medical	<a href="https://www.link">https://www.link</a>	Ireland	1,022	34	3.33%	▼ -3
77	Sorin Group	<a href="https://www.link">https://www.link</a>	Italy	606	20	3.30%	▼ -2
78	BSN medical	<a href="https://www.link">https://www.link</a>	Germany	1,501	49	3.26%	▼ -7
79	Carmat	<a href="https://www.link">https://www.link</a>	France	747	21	2.81%	▼ -7
80	Dako	<a href="https://www.link">https://www.link</a>	Denmark	629	17	2.70%	▼ -4
81	Maquet Getinge	<a href="https://www.link">https://www.link</a>	Sweden	1,882	49	2.60%	▼ -7

## Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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