

# DSMN8

Europe's Most Active Medical Devices Professionals on Social - June 2023

## Industry at a glance:

Average Score:  
**10.02%**

Total Companies:  
**46**

Global Industry Average:  
**8.96%**

## 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	Novocure	<a href="https://www.linkedin.com/company/novocure">https://www.linkedin.com/company/novocure</a>	Switzerland	1,249	254	20.34%	▲ 0
2	Medtronic EMEA	<a href="https://www.linkedin.com/company/medtronic-emea">https://www.linkedin.com/company/medtronic-emea</a>	Switzerland	1,576	283	17.96%	▲ 0
3	Mölnlycke	<a href="https://www.linkedin.com/company/molnlycke">https://www.linkedin.com/company/molnlycke</a>	Sweden	3,204	465	14.51%	▲ 6
4	Bastide	<a href="https://www.linkedin.com/company/bastide">https://www.linkedin.com/company/bastide</a>	France	1,196	173	14.46%	▼ -1
5	3Shape	<a href="https://www.linkedin.com/company/3shape">https://www.linkedin.com/company/3shape</a>	Denmark	1,508	211	13.99%	▼ -1
6	Laerdal Medical	<a href="https://www.linkedin.com/company/laerdal-medical">https://www.linkedin.com/company/laerdal-medical</a>	Norway	1,421	186	13.09%	▼ -1
7	Medela	<a href="https://www.linkedin.com/company/medela">https://www.linkedin.com/company/medela</a>	Switzerland	1,224	160	13.07%	▲ 0
8	Esate	<a href="https://www.linkedin.com/company/esate">https://www.linkedin.com/company/esate</a>	Italy	1,097	143	13.04%	▼ -2
9	Nemera	<a href="https://www.linkedin.com/company/nemera">https://www.linkedin.com/company/nemera</a>	France	1,084	140	12.92%	▲ 2
10	Brainlab	<a href="https://www.linkedin.com/company/brainlab">https://www.linkedin.com/company/brainlab</a>	Germany	1,661	209	12.58%	▲ 12
11	HARTMANN GROUP	<a href="https://www.linkedin.com/company/hartmann-group">https://www.linkedin.com/company/hartmann-group</a>	Germany	3,113	390	12.53%	▼ -1
12	Ypsomed	<a href="https://www.linkedin.com/company/ypsomed">https://www.linkedin.com/company/ypsomed</a>	Switzerland	1,233	149	12.08%	▲ 14
13	WSAudiology	<a href="https://www.linkedin.com/company/wsaudiology">https://www.linkedin.com/company/wsaudiology</a>	Denmark	2,737	330	12.06%	▼ -5
14	BIOTRONIK	<a href="https://www.linkedin.com/company/biotronik">https://www.linkedin.com/company/biotronik</a>	Germany	4,251	505	11.88%	▲ 10
15	ZEISS Medical Technology	<a href="https://www.linkedin.com/company/zeiss-medical-technology">https://www.linkedin.com/company/zeiss-medical-technology</a>	Germany	4,260	500	11.74%	▼ -1
16	Leica Biosystems	<a href="https://www.linkedin.com/company/leica-biosystems">https://www.linkedin.com/company/leica-biosystems</a>	Germany	2,276	265	11.64%	▲ 0
17	Karl Storz	<a href="https://www.linkedin.com/company/karl-storz">https://www.linkedin.com/company/karl-storz</a>	Germany	3,463	403	11.64%	▲ 2
18	Össur	<a href="https://www.linkedin.com/company/ossur">https://www.linkedin.com/company/ossur</a>	Iceland	1,609	185	11.50%	▼ -3
19	Arjo	<a href="https://www.linkedin.com/company/arjo">https://www.linkedin.com/company/arjo</a>	Sweden	4,064	453	11.15%	▲ 4
20	MED-EL	<a href="https://www.linkedin.com/company/med-el">https://www.linkedin.com/company/med-el</a>	Austria	1,633	182	11.15%	▲ 9
21	Getinge	<a href="https://www.linkedin.com/company/getinge">https://www.linkedin.com/company/getinge</a>	Sweden	7,174	791	11.03%	▼ -9
22	Stago	<a href="https://www.linkedin.com/company/stago">https://www.linkedin.com/company/stago</a>	France	1,868	205	10.97%	▲ 6
23	Leica Microsystems	<a href="https://www.linkedin.com/company/leica-microsystems">https://www.linkedin.com/company/leica-microsystems</a>	Germany	2,381	247	10.37%	▼ -2

24	Coloplast	<a href="https://www.link">https://www.link</a>	Denmark	8,018	817	10.19%	▼ -11
25	Elekta	<a href="https://www.link">https://www.link</a>	Sweden	4,390	445	10.14%	▲ 0
26	Radiometer	<a href="https://www.link">https://www.link</a>	Denmark	2,527	241	9.54%	▲ 1
27	Nobel Biocare	<a href="https://www.link">https://www.link</a>	Switzerland	2,250	203	9.02%	▼ -9
28	Straumann	<a href="https://www.link">https://www.link</a>	Switzerland	7,834	696	8.88%	▼ -8
29	Ivoclar	<a href="https://www.link">https://www.link</a>	Liechtenstein	2,280	198	8.68%	▼ -12
30	IBA	<a href="https://www.link">https://www.link</a>	Belgium	2,404	203	8.44%	▲ 9
31	Ottobock	<a href="https://www.link">https://www.link</a>	Germany	3,275	273	8.34%	▲ 0
32	Phonak	<a href="https://www.link">https://www.link</a>	Switzerland	1,129	94	8.33%	▲ 8
33	B. Braun Group	<a href="https://www.link">https://www.link</a>	Germany	17,783	1,375	7.73%	▲ 5
34	Ascensia Diabetes Care	<a href="https://www.link">https://www.link</a>	Switzerland	1,376	106	7.70%	▲ 7
35	Olympus EMEA	<a href="https://www.link">https://www.link</a>	Germany	1,883	144	7.65%	▲ 0
36	Oticon	<a href="https://www.link">https://www.link</a>	Denmark	1,344	98	7.29%	▼ -6
37	Demant	<a href="https://www.link">https://www.link</a>	Denmark	4,182	294	7.03%	▼ -3
38	Ambu	<a href="https://www.link">https://www.link</a>	Denmark	1,865	121	6.49%	▼ -6
39	Alcon	<a href="https://www.link">https://www.link</a>	Switzerland	24,038	1,550	6.45%	▼ -3
40	Widex	<a href="https://www.link">https://www.link</a>	Denmark	1,751	108	6.17%	▼ -3
41	Werfen	<a href="https://www.link">https://www.link</a>	Spain	4,849	299	6.17%	▲ 2
42	Sonova Group	<a href="https://www.link">https://www.link</a>	Switzerland	6,481	362	5.59%	▲ 0
43	SHL Medical	<a href="https://www.link">https://www.link</a>	Switzerland	1,339	58	4.33%	▲ 2
44	Essilor	<a href="https://www.link">https://www.link</a>	France	8,755	352	4.02%	▲ 2
45	Sunrise Medical	<a href="https://www.link">https://www.link</a>	Germany	1,183	43	3.63%	▼ -1
46	ReSound	<a href="https://www.link">https://www.link</a>	Denmark	1,127	37	3.28%	▲ 1

## 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.

[Visit our website](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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