



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

Industry at a glance:

Average Score: 8.27%

Total Companies: 94

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

So, where does your company rank?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 companies including Nevro, AtriCure, Bioventus, Abiomed, ASP, CooperSurgical, Avanos Medical, Biosense Webster, Envista Holdings, Conmed, Insulet Corporation, Penumbra, iRhythm Technologies, Intuitive, Edwards Lifesciences, LifeNet Health, Hologic, Arthrex, Midmark Corporation, Stryker, ZOLL Medical, Orthofix, and Vyair Medical.

24	KARL STORZ Endoscopy-	https://www.link	United States	2,007	202	10.06%	▲ 17
25	Nipro Medical Corporation	https://www.link	United States	1,043	104	9.97%	New Entry
26	Integra LifeSciences	https://www.link	United States	3,556	349	9.81%	▲ 0
27	Johnson & Johnson Vision	https://www.link	United States	5,306	516	9.72%	▲ 6
28	Align Technology	https://www.link	United States	11,657	1,127	9.67%	▼ -13
29	Dexcom	https://www.link	United States	5,494	531	9.67%	▼ -5
30	Dentsply Sirona	https://www.link	United States	9,967	960	9.63%	▼ -7
31	Jabil Healthcare	https://www.link	United States	3,500	334	9.54%	▼ -4
32	Olympus Corporation	https://www.link	United States	4,481	425	9.48%	▲ 8
33	Masimo	https://www.link	United States	3,434	321	9.35%	▼ -25
34	Natus Medical Incorporated	https://www.link	United States	1,083	99	9.14%	▼ -13
35	Accuray	https://www.link	United States	1,108	99	8.94%	▲ 24
36	DePuy Synthes	https://www.link	United States	9,381	831	8.86%	▲ 1
37	Exactech	https://www.link	United States	1,018	89	8.74%	New Entry
38	Ortho Clinical Diagnostics	https://www.link	United States	3,900	148	8.69%	New Entry
39	Globus Medical	https://www.link	United States	2,105	179	8.50%	▲ 0
40	Teleflex	https://www.link	United States	7,668	651	8.49%	▼ -4
41	NuVasive	https://www.link	United States	2,564	216	8.42%	▲ 20
42	Merit Medical Systems	https://www.link	United States	2,762	232	8.40%	▼ -12
43	Boston Scientific	https://www.link	United States	41,849	3,500	8.36%	▼ -14
44	BD	https://www.link	United States	42,949	3,500	8.15%	▼ -12
45	Applied Medical	https://www.link	United States	3,254	263	8.08%	▼ -3
46	Beckman Coulter Diagnost	https://www.link	United States	11,048	878	7.95%	▲ 5
47	CooperVision	https://www.link	United States	5,762	439	7.62%	▼ -13
48	Medline Industries	https://www.link	United States	12,847	969	7.54%	▼ -2
49	ResMed	https://www.link	United States	6,668	499	7.48%	▼ -14
50	Systemex America	https://www.link	United States	1,187	88	7.41%	▲ 3
51	Viant Medical	https://www.link	United States	1,814	134	7.39%	▼ -20
52	Cordis	https://www.link	United States	2,366	173	7.31%	▼ -14
53	Ethicon	https://www.link	United States	4,986	363	7.28%	▼ -3
54	Henry Schein	https://www.link	United States	9,614	687	7.15%	▼ -9
55	Medtronic	https://www.link	United States	86,132	6,000	6.97%	▲ 36
56	Benco Dental	https://www.link	United States	1,425	98	6.88%	▼ -12
57	Confluent Medical Technol	https://www.link	United States	1,053	71	6.74%	New Entry
58	Zimmer Biomet	https://www.link	United States	17,072	1,151	6.74%	▼ -3
59	Terumo Blood and Cell Tec	https://www.link	United States	2,865	187	6.53%	▼ -12
60	Fujifilm Healthcare	https://www.link	United States	1,642	107	6.52%	▲ 12
61	Tandem Diabetes Care	https://www.link	United States	1,848	119	6.44%	▼ -3
62	Varian	https://www.link	United States	9,186	590	6.42%	▼ -14
63	Glidewell Dental	https://www.link	United States	1,753	112	6.39%	▼ -14
64	Starkey Hearing	https://www.link	United States	2,223	139	6.25%	▼ -21
65	Cook Medical	https://www.link	United States	7,109	444	6.25%	▲ 3
66	Hollister Incorporated	https://www.link	United States	3,113	192	6.17%	▼ -9
67	Ultradent	https://www.link	United States	1,237	76	6.14%	▼ -1
68	Baxter International	https://www.link	United States	36,970	2,270	6.14%	▼ -5
69	MicroVenton-Terumo	https://www.link	United States	2,070	126	6.09%	▲ 2
70	LifeScan	https://www.link	United States	2,018	121	6.00%	▼ -14
71	A-dec	https://www.link	United States	1,053	63	5.98%	▲ 6
72	Steris	https://www.link	United States	8,177	484	5.92%	▼ -10
73	Carestream Dental	https://www.link	United States	1,235	73	5.91%	▼ -21
74	B. Braun Medical	https://www.link	United States	6,172	358	5.80%	▼ -5
75	W. L. Gore & Associates	https://www.link	United States	9,229	525	5.69%	▼ -10
76	Numotion	https://www.link	United States	1,712	96	5.61%	▼ -6
77	Haemonetics	https://www.link	United States	2,157	118	5.47%	▼ -13
78	Integer Holdings Corporati	https://www.link	United States	2,712	144	5.31%	▼ -18
79	Agility	https://www.link	United States	2,335	123	5.27%	▼ -25
80	Terumo Medical Corporatio	https://www.link	United States	2,606	137	5.26%	▼ -6
81	National Seating & Mobility	https://www.link	United States	1,129	53	4.69%	▲ 2
82	ICU Medical	https://www.link	United States	7,507	349	4.65%	▲ 2
83	Phillips-Medisize	https://www.link	United States	2,228	102	4.58%	▼ -16
84	Werfen North America	https://www.link	United States	1,739	76	4.37%	▼ -8
85	ZEISS Vision Care USA	https://www.link	United States	2,061	88	4.27%	▼ -12
86	DJO	https://www.link	United States	2,407	100	4.15%	▼ -11
87	Patterson Dental	https://www.link	United States	3,121	129	4.13%	▼ -9
88	Carestream	https://www.link	United States	4,019	152	3.78%	▼ -6
89	Miracle-Ear	https://www.link	United States	1,267	40	3.16%	▼ -9
90	Invacare Corporation	https://www.link	United States	1,459	41	2.81%	▼ -9
91	Welch Allyn	https://www.link	United States	1,050	13	1.24%	▼ -3
92	Eigen	https://www.link	United States	1,129	10	0.89%	▼ -3
93	Patterson Companies	https://www.link	United States	5,228	43	0.82%	▼ -6
94	Danaher Corporation	https://www.link	United States	64,801	457	0.71%	▼ -4

Ready to win at social?

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