

# DSMN8

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

## Industry at a glance:

Average Score: <b>5.84%</b>	Total Companies: <b>55</b>	Global Industry Average: <b>4.98%</b>
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## 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 Systems E	<a href="https://www.linkedin.com/company/canon-medical-systems-europe">https://www.linkedin.com/company/canon-medical-systems-europe</a>	Netherlands	1,007	113	11.22%	New Entry
2	Mölnlycke Health Care	<a href="https://www.linkedin.com/company/molnlycke-health-care">https://www.linkedin.com/company/molnlycke-health-care</a>	Sweden	3,241	346	10.68%	▲ 1
3	Novocure	<a href="https://www.linkedin.com/company/novocure">https://www.linkedin.com/company/novocure</a>	Switzerland	1,394	135	9.68%	▼ -2
4	Medtronic EMEA	<a href="https://www.linkedin.com/company/medtronic-emea">https://www.linkedin.com/company/medtronic-emea</a>	Switzerland	1,594	148	9.28%	▼ -2
5	Laerdal Medical	<a href="https://www.linkedin.com/company/laerdal-medical">https://www.linkedin.com/company/laerdal-medical</a>	Norway	1,461	132	9.03%	▲ 1
6	Olympus Medical Systems	<a href="https://www.linkedin.com/company/olympus-medical-systems">https://www.linkedin.com/company/olympus-medical-systems</a>	Germany	1,042	94	9.02%	New Entry
7	3Shape	<a href="https://www.linkedin.com/company/3shape">https://www.linkedin.com/company/3shape</a>	Denmark	1,599	132	8.26%	▼ -2
8	WSAudiology	<a href="https://www.linkedin.com/company/wsaudiology">https://www.linkedin.com/company/wsaudiology</a>	Denmark	2,994	236	7.88%	▲ 5
9	BASTIDE LE CONFORT M	<a href="https://www.linkedin.com/company/bastide-le-confort-m">https://www.linkedin.com/company/bastide-le-confort-m</a>	France	1,316	103	7.83%	▼ -5
10	ZEISS Medical Technology	<a href="https://www.linkedin.com/company/zeiss-medical-technology">https://www.linkedin.com/company/zeiss-medical-technology</a>	Germany	4,382	342	7.80%	▲ 5
11	NEMERA	<a href="https://www.linkedin.com/company/nemera">https://www.linkedin.com/company/nemera</a>	France	1,169	89	7.61%	▼ -2
12	Leica Biosystems	<a href="https://www.linkedin.com/company/leica-biosystems">https://www.linkedin.com/company/leica-biosystems</a>	Germany	2,375	173	7.28%	▲ 4
13	Brainlab	<a href="https://www.linkedin.com/company/brainlab">https://www.linkedin.com/company/brainlab</a>	Germany	1,764	128	7.26%	▼ -3
14	Elekta	<a href="https://www.linkedin.com/company/elekta">https://www.linkedin.com/company/elekta</a>	Sweden	4,622	335	7.25%	▲ 11
15	Permobil	<a href="https://www.linkedin.com/company/permobil">https://www.linkedin.com/company/permobil</a>	Sweden	1,020	73	7.16%	New Entry
16	Esaote	<a href="https://www.linkedin.com/company/esaote">https://www.linkedin.com/company/esaote</a>	Italy	1,140	81	7.11%	▼ -8
17	Coloplast	<a href="https://www.linkedin.com/company/coloplast">https://www.linkedin.com/company/coloplast</a>	Denmark	8,285	580	7.00%	▲ 7
18	KARL STORZ	<a href="https://www.linkedin.com/company/karl-storz">https://www.linkedin.com/company/karl-storz</a>	Germany	3,716	252	6.78%	▼ -1
19	Leica Microsystems	<a href="https://www.linkedin.com/company/leica-microsystems">https://www.linkedin.com/company/leica-microsystems</a>	Germany	2,465	166	6.73%	▲ 4
20	Ypsomed	<a href="https://www.linkedin.com/company/ypsomed">https://www.linkedin.com/company/ypsomed</a>	Switzerland	1,344	90	6.70%	▼ -8
21	Getinge	<a href="https://www.linkedin.com/company/getinge">https://www.linkedin.com/company/getinge</a>	Sweden	7,426	451	6.07%	▲ 0
22	MED-EL	<a href="https://www.linkedin.com/company/med-el">https://www.linkedin.com/company/med-el</a>	Austria	1,696	102	6.01%	▼ -2
23	HARTMANN GROUP	<a href="https://www.linkedin.com/company/hartmann-group">https://www.linkedin.com/company/hartmann-group</a>	Germany	3,346	200	5.98%	▼ -12

24	Össur	<a href="https://www.link">https://www.link</a>	Iceland	1,679	100	5.96%	▼ -6
25	Straumann Group	<a href="https://www.link">https://www.link</a>	Switzerland	8,221	472	5.74%	▲ 3
26	Medela	<a href="https://www.link">https://www.link</a>	Switzerland	1,269	71	5.59%	▼ -19
27	Ivoclar	<a href="https://www.link">https://www.link</a>	Liechtenstein	2,429	133	5.48%	▲ 2
28	Nobel Biocare	<a href="https://www.link">https://www.link</a>	Switzerland	2,244	120	5.35%	▼ -1
29	Oticon	<a href="https://www.link">https://www.link</a>	Denmark	1,393	71	5.10%	▲ 7
30	SHL Medical	<a href="https://www.link">https://www.link</a>	Switzerland	1,467	73	4.98%	▲ 13
31	Olympus EMEA	<a href="https://www.link">https://www.link</a>	Germany	1,931	95	4.92%	▲ 4
32	Radiometer	<a href="https://www.link">https://www.link</a>	Denmark	2,592	127	4.90%	▼ -6
33	Demant	<a href="https://www.link">https://www.link</a>	Denmark	4,759	230	4.83%	▲ 4
34	KLS Martin Group	<a href="https://www.link">https://www.link</a>	Germany	1,048	50	4.77%	New Entry
35	Phonak	<a href="https://www.link">https://www.link</a>	Switzerland	1,136	54	4.75%	▼ -3
36	SOS Oxygene	<a href="https://www.link">https://www.link</a>	France	1,037	49	4.73%	New Entry
37	Bürkert Fluid Control System	<a href="https://www.link">https://www.link</a>	Germany	1,423	67	4.71%	New Entry
38	BIOTRONIK	<a href="https://www.link">https://www.link</a>	Germany	4,264	200	4.69%	▼ -24
39	Stago	<a href="https://www.link">https://www.link</a>	France	1,922	90	4.68%	▼ -17
40	Ambu	<a href="https://www.link">https://www.link</a>	Denmark	1,868	87	4.66%	▼ -2
41	B. Braun Group	<a href="https://www.link">https://www.link</a>	Germany	18,947	871	4.60%	▼ -8
42	Ottobock	<a href="https://www.link">https://www.link</a>	Germany	3,512	161	4.58%	▼ -11
43	Ascensia Diabetes Care	<a href="https://www.link">https://www.link</a>	Switzerland	1,380	62	4.49%	▼ -9
44	WIKA Group	<a href="https://www.link">https://www.link</a>	Germany	4,769	212	4.45%	New Entry
45	Arjo	<a href="https://www.link">https://www.link</a>	Sweden	4,232	184	4.35%	▼ -26
46	Lohmann & Rauscher	<a href="https://www.link">https://www.link</a>	Germany	1,130	47	4.16%	New Entry
47	IBA	<a href="https://www.link">https://www.link</a>	Belgium	2,545	105	4.13%	▼ -17
48	Sonova Group	<a href="https://www.link">https://www.link</a>	Switzerland	6,852	282	4.12%	▼ -6
49	Rodenstock	<a href="https://www.link">https://www.link</a>	Germany	1,047	42	4.01%	New Entry
50	Alcon	<a href="https://www.link">https://www.link</a>	Switzerland	24,674	958	3.88%	▼ -11
51	Werfen	<a href="https://www.link">https://www.link</a>	Spain	5,044	181	3.59%	▼ -10
52	Widex	<a href="https://www.link">https://www.link</a>	Denmark	1,787	57	3.19%	▼ -12
53	ReSound	<a href="https://www.link">https://www.link</a>	Denmark	1,130	29	2.57%	▼ -7
54	Sunrise Medical	<a href="https://www.link">https://www.link</a>	Germany	1,338	28	2.09%	▼ -9
55	Essilor Group	<a href="https://www.link">https://www.link</a>	France	8,906	175	1.96%	▼ -11

## 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 our contact us at [support@dsmn8.com](mailto:support@dsmn8.com)



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