



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

Industry at a glance:



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?

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 Ei	<a href="https://www.linkedin.com/company/canon-medical-devices">https://www.linkedin.com/company/canon-medical-devices</a>	Netherlands	1,007	113	11.22%	New Entry
2	Mölnlycke Health Care	<a href="https://www.linkedin.com/company/molnlycke">https://www.linkedin.com/company/molnlycke</a>	Sweden	3,241	346	10.68%	▲ 8
3	BTL Industries	<a href="https://www.linkedin.com/company/btl-industries">https://www.linkedin.com/company/btl-industries</a>	United Kingdom	1,257	130	10.34%	▲ 1
4	Novocure	<a href="https://www.linkedin.com/company/novocure">https://www.linkedin.com/company/novocure</a>	Switzerland	1,394	135	9.68%	▼ -1
5	Advanced Sterilization Pro	<a href="https://www.linkedin.com/company/advanced-sterilization-pro">https://www.linkedin.com/company/advanced-sterilization-pro</a>	United States	1,341	128	9.55%	▲ 3
6	AtriCure	<a href="https://www.linkedin.com/company/atricure">https://www.linkedin.com/company/atricure</a>	United States	1,119	105	9.38%	▼ -4
7	Medtronic EMEA	<a href="https://www.linkedin.com/company/medtronic">https://www.linkedin.com/company/medtronic</a>	Switzerland	1,594	148	9.28%	▼ -2
8	Laerdal Medical	<a href="https://www.linkedin.com/company/laerdal">https://www.linkedin.com/company/laerdal</a>	Norway	1,461	132	9.03%	▲ 8
9	Olympus Medical Systems	<a href="https://www.linkedin.com/company/olympus-medical-devices">https://www.linkedin.com/company/olympus-medical-devices</a>	Germany	1,042	94	9.02%	New Entry
10	CooperSurgical	<a href="https://www.linkedin.com/company/coopersurgical">https://www.linkedin.com/company/coopersurgical</a>	United States	1,474	132	8.96%	▼ -1
11	Envista Holdings	<a href="https://www.linkedin.com/company/envista">https://www.linkedin.com/company/envista</a>	United States	1,690	147	8.70%	▲ 9
12	Biomed	<a href="https://www.linkedin.com/company/biomed">https://www.linkedin.com/company/biomed</a>	United States	2,220	193	8.69%	▼ -5
13	Bioventus	<a href="https://www.linkedin.com/company/bioventus">https://www.linkedin.com/company/bioventus</a>	United States	1,165	100	8.58%	▼ -7
14	3Shape	<a href="https://www.linkedin.com/company/3shape">https://www.linkedin.com/company/3shape</a>	Denmark	1,599	132	8.26%	▼ -2
15	embeckta	<a href="https://www.linkedin.com/company/embeckta">https://www.linkedin.com/company/embeckta</a>	United States	1,049	85	8.10%	New Entry
16	Hologic	<a href="https://www.linkedin.com/company/hologic">https://www.linkedin.com/company/hologic</a>	United States	6,102	490	8.03%	▲ 25
17	WSAudiology	<a href="https://www.linkedin.com/company/wsaudiology">https://www.linkedin.com/company/wsaudiology</a>	Denmark	2,994	236	7.88%	▲ 10
18	BASTIDE LE CONFORT M	<a href="https://www.linkedin.com/company/bastide-le-confort">https://www.linkedin.com/company/bastide-le-confort</a>	France	1,316	103	7.83%	▼ -7
19	ZEISS Medical Technology	<a href="https://www.linkedin.com/company/zeiss-medical-devices">https://www.linkedin.com/company/zeiss-medical-devices</a>	Germany	4,382	342	7.80%	▲ 11
20	Insulet	<a href="https://www.linkedin.com/company/insulet">https://www.linkedin.com/company/insulet</a>	United States	2,829	217	7.67%	▲ 4
21	NEMERA	<a href="https://www.linkedin.com/company/nemera">https://www.linkedin.com/company/nemera</a>	France	1,169	89	7.61%	▼ -2
22	Avanos Medical	<a href="https://www.linkedin.com/company/avano-medical">https://www.linkedin.com/company/avano-medical</a>	United States	1,443	109	7.55%	▼ -9
23	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%	▲ 9

24	Brainlab	<a href="https://www.link€">https://www.link€</a>	Germany	1,764	128	7.26%	▼ -3
25	Elekta	<a href="https://www.link€">https://www.link€</a>	Sweden	4,622	335	7.25%	▲ 25
26	Permobil	<a href="https://www.link€">https://www.link€</a>	Sweden	1,020	73	7.16%	New Entry
27	Esate	<a href="https://www.link€">https://www.link€</a>	Italy	1,140	81	7.11%	▼ -9
28	Convatec	<a href="https://www.link€">https://www.link€</a>	United Kingdom	5,447	382	7.01%	▼ -13
29	Coloplast	<a href="https://www.link€">https://www.link€</a>	Denmark	8,285	580	7.00%	▲ 20
30	CONMED	<a href="https://www.link€">https://www.link€</a>	United States	2,934	205	6.99%	▼ -8
31	Nevro	<a href="https://www.link€">https://www.link€</a>	United States	1,198	83	6.93%	▼ -30
32	KARL STORZ	<a href="https://www.link€">https://www.link€</a>	Germany	3,716	252	6.78%	▲ 1
33	Leica Microsystems	<a href="https://www.link€">https://www.link€</a>	Germany	2,465	166	6.73%	▲ 11
34	Ypsomed	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,344	90	6.70%	▼ -8
35	Intuitive	<a href="https://www.link€">https://www.link€</a>	United States	9,447	625	6.62%	▼ -4
36	iRhythm Technologies	<a href="https://www.link€">https://www.link€</a>	United States	1,455	93	6.39%	▼ -8
37	Biosense Webster	<a href="https://www.link€">https://www.link€</a>	United States	3,766	238	6.32%	▼ -23
38	Getinge	<a href="https://www.link€">https://www.link€</a>	Sweden	7,426	451	6.07%	▲ 0
39	Edwards Lifesciences	<a href="https://www.link€">https://www.link€</a>	United States	12,770	774	6.06%	▼ -4
40	LifeNet Health	<a href="https://www.link€">https://www.link€</a>	United States	1,128	68	6.03%	▲ 0
41	MED-EL	<a href="https://www.link€">https://www.link€</a>	Austria	1,696	102	6.01%	▼ -4
42	HARTMANN GROUP	<a href="https://www.link€">https://www.link€</a>	Germany	3,346	200	5.98%	▼ -19
43	Össur	<a href="https://www.link€">https://www.link€</a>	Iceland	1,679	100	5.96%	▼ -9
44	Straumann Group	<a href="https://www.link€">https://www.link€</a>	Switzerland	8,221	472	5.74%	▲ 23
45	Nipro Medical	<a href="https://www.link€">https://www.link€</a>	United States	1,099	63	5.73%	▲ 8
46	Vyair Medical	<a href="https://www.link€">https://www.link€</a>	United States	1,086	61	5.62%	▲ 5
47	Medela	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,269	71	5.59%	▼ -30
48	ZOLL Medical	<a href="https://www.link€">https://www.link€</a>	United States	5,410	297	5.49%	▼ -1
49	Align Technology	<a href="https://www.link€">https://www.link€</a>	United States	11,878	651	5.48%	▲ 7
50	Ivoclar	<a href="https://www.link€">https://www.link€</a>	Liechtenstein	2,429	133	5.48%	▲ 20
51	Stryker	<a href="https://www.link€">https://www.link€</a>	United States	40,227	2,193	5.45%	▼ -5
52	Natus Medical	<a href="https://www.link€">https://www.link€</a>	United States	1,128	61	5.41%	▲ 12
53	Nobel Biocare	<a href="https://www.link€">https://www.link€</a>	Switzerland	2,244	120	5.35%	▲ 12
54	Viant Medical	<a href="https://www.link€">https://www.link€</a>	United States	2,016	106	5.26%	▲ 36
55	Johnson & Johnson Vision	<a href="https://www.link€">https://www.link€</a>	United States	5,429	285	5.25%	▲ 0
56	Dexcom	<a href="https://www.link€">https://www.link€</a>	United States	5,966	308	5.16%	▲ 1
57	Arthrex	<a href="https://www.link€">https://www.link€</a>	United States	8,873	354	5.15%	▼ -15
58	Dentsply Sirona	<a href="https://www.link€">https://www.link€</a>	United States	10,221	524	5.13%	▲ 0
59	Medline Industries	<a href="https://www.link€">https://www.link€</a>	United States	13,820	705	5.10%	▲ 28
60	Oticon	<a href="https://www.link€">https://www.link€</a>	Denmark	1,393	71	5.10%	▲ 32
61	Benco Dental	<a href="https://www.link€">https://www.link€</a>	United States	1,444	73	5.06%	▲ 36
62	Penumbra	<a href="https://www.link€">https://www.link€</a>	United States	2,386	120	5.03%	▼ -37
63	Hollister	<a href="https://www.link€">https://www.link€</a>	United States	3,145	158	5.02%	▲ 47
64	Advanced Bionics	<a href="https://www.link€">https://www.link€</a>	United States	1,002	50	4.99%	New Entry
65	SHL Medical	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,467	73	4.98%	▲ 66
66	Jabil Healthcare	<a href="https://www.link€">https://www.link€</a>	United States	3,633	180	4.95%	▼ -6
67	Olympus EMEA	<a href="https://www.link€">https://www.link€</a>	Germany	1,931	95	4.92%	▲ 18
68	Terumo Blood and Cell Tec	<a href="https://www.link€">https://www.link€</a>	United States	3,050	150	4.92%	▲ 32
69	Radiometer	<a href="https://www.link€">https://www.link€</a>	Denmark	2,592	127	4.90%	▼ -8
70	Denant	<a href="https://www.link€">https://www.link€</a>	Denmark	4,759	230	4.83%	▲ 25
71	Smith+Nephew	<a href="https://www.link€">https://www.link€</a>	United Kingdom	16,589	795	4.79%	▼ -12
72	KLS Martin Group	<a href="https://www.link€">https://www.link€</a>	Germany	1,048	50	4.77%	New Entry
73	Boston Scientific	<a href="https://www.link€">https://www.link€</a>	United States	42,997	2,050	4.77%	▲ 3
74	Orthofix	<a href="https://www.link€">https://www.link€</a>	United States	1,365	65	4.76%	▼ -26
75	Phonak	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,136	54	4.75%	▲ 3
76	SOS Oxygene	<a href="https://www.link€">https://www.link€</a>	France	1,037	49	4.73%	New Entry
77	BD	<a href="https://www.link€">https://www.link€</a>	United States	44,016	2,077	4.72%	▲ 3
78	Bürkert Fluid Control Syste	<a href="https://www.link€">https://www.link€</a>	Germany	1,423	67	4.71%	New Entry
79	BIOTRONIK	<a href="https://www.link€">https://www.link€</a>	Germany	4,264	200	4.69%	▼ -50
80	Stago	<a href="https://www.link€">https://www.link€</a>	France	1,922	90	4.68%	▼ -41
81	Ambu	<a href="https://www.link€">https://www.link€</a>	Denmark	1,868	87	4.66%	▲ 21
82	Cordis	<a href="https://www.link€">https://www.link€</a>	United States	2,479	114	4.60%	▲ 9
83	B. Braun Group	<a href="https://www.link€">https://www.link€</a>	Germany	18,947	871	4.60%	▲ 0
84	Ottobock	<a href="https://www.link€">https://www.link€</a>	Germany	3,512	161	4.58%	▼ -7
85	ResMed	<a href="https://www.link€">https://www.link€</a>	United States	7,025	322	4.58%	▲ 3
86	Medtronic	<a href="https://www.link€">https://www.link€</a>	United States	87,357	4,000	4.58%	▲ 10
87	MicroVenton-Terumo	<a href="https://www.link€">https://www.link€</a>	United States	2,335	106	4.54%	▲ 27
88	Applied Medical	<a href="https://www.link€">https://www.link€</a>	United States	3,374	152	4.51%	▼ -7
89	Ascensia Diabetes Care	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,380	62	4.49%	▼ -5
90	CooperVision	<a href="https://www.link€">https://www.link€</a>	United States	6,099	274	4.49%	▼ -4
91	Masimo	<a href="https://www.link€">https://www.link€</a>	United States	3,428	154	4.49%	▼ -28
92	Ultradent Products	<a href="https://www.link€">https://www.link€</a>	United States	1,278	57	4.46%	▲ 20
93	WIKA Group	<a href="https://www.link€">https://www.link€</a>	Germany	4,769	212	4.45%	New Entry
94	Arjo	<a href="https://www.link€">https://www.link€</a>	Sweden	4,232	184	4.35%	▼ -58
95	Midmark	<a href="https://www.link€">https://www.link€</a>	United States	1,380	60	4.35%	▼ -52

96	Tandem Diabetes Care	<a href="https://www.link€">https://www.link€</a>	United States	1,875	81	4.32%	▲ 8
97	Olympus Corporation of the	<a href="https://www.link€">https://www.link€</a>	United States	4,771	204	4.28%	▼ -35
98	LivaNova	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,076	131	4.26%	▼ -53
99	DePuy Synthes	<a href="https://www.link€">https://www.link€</a>	United States	9,422	401	4.26%	▼ -31
100	Lohmann & Rauscher	<a href="https://www.link€">https://www.link€</a>	Germany	1,130	47	4.16%	New Entry
101	IBA	<a href="https://www.link€">https://www.link€</a>	Belgium	2,545	105	4.13%	▼ -28
102	Sonova Group	<a href="https://www.link€">https://www.link€</a>	Switzerland	6,852	282	4.12%	▲ 20
103	KARL STORZ Endoscopy-	<a href="https://www.link€">https://www.link€</a>	United States	2,050	84	4.10%	▼ -51
104	Globus Medical	<a href="https://www.link€">https://www.link€</a>	United States	2,193	89	4.06%	▼ -33
105	Rodenstock	<a href="https://www.link€">https://www.link€</a>	Germany	1,047	42	4.01%	New Entry
106	Ethicon	<a href="https://www.link€">https://www.link€</a>	United States	5,057	200	3.95%	▼ -13
107	Glidewell Dental	<a href="https://www.link€">https://www.link€</a>	United States	1,949	77	3.95%	▼ -1
108	Teleflex	<a href="https://www.link€">https://www.link€</a>	United States	8,021	314	3.91%	▼ -36
109	Cook Medical	<a href="https://www.link€">https://www.link€</a>	United States	7,204	281	3.90%	▼ -1
110	Alcon	<a href="https://www.link€">https://www.link€</a>	Switzerland	24,674	958	3.88%	▼ -7
111	Baxter International	<a href="https://www.link€">https://www.link€</a>	United States	38,638	1,450	3.75%	▲ 2
112	Merit Medical Systems	<a href="https://www.link€">https://www.link€</a>	United States	2,889	108	3.74%	▼ -37
113	Confluent Medical Technol	<a href="https://www.link€">https://www.link€</a>	United States	1,098	41	3.73%	▼ -15
114	Henry Schein	<a href="https://www.link€">https://www.link€</a>	United States	9,752	355	3.64%	▼ -20
115	Accuray	<a href="https://www.link€">https://www.link€</a>	United States	1,127	41	3.64%	▼ -49
116	Werfen	<a href="https://www.link€">https://www.link€</a>	Spain	5,044	181	3.59%	▼ -5
117	Carestream Dental	<a href="https://www.link€">https://www.link€</a>	United States	1,261	45	3.57%	▲ 1
118	Haemonetics	<a href="https://www.link€">https://www.link€</a>	United States	2,161	77	3.56%	▲ 5
119	Varian	<a href="https://www.link€">https://www.link€</a>	United States	9,224	328	3.56%	▼ -14
120	Integra LifeSciences	<a href="https://www.link€">https://www.link€</a>	United States	3,484	123	3.53%	▼ -66
121	LifeScan	<a href="https://www.link€">https://www.link€</a>	United States	2,115	74	3.50%	▼ -6
122	Starkey Hearing	<a href="https://www.link€">https://www.link€</a>	United States	2,307	80	3.47%	▼ -15
123	Integer Holdings	<a href="https://www.link€">https://www.link€</a>	United States	2,929	100	3.41%	▲ 1
124	FUJIFILM Healthcare Amer	<a href="https://www.link€">https://www.link€</a>	United States	1,630	53	3.25%	▼ -23
125	Widex	<a href="https://www.link€">https://www.link€</a>	Denmark	1,787	57	3.19%	▼ -16
126	STERIS	<a href="https://www.link€">https://www.link€</a>	United States	8,689	277	3.19%	▼ -9
127	Beckman Coulter Diagnost	<a href="https://www.link€">https://www.link€</a>	United States	11,419	364	3.19%	▼ -45
128	A-dec	<a href="https://www.link€">https://www.link€</a>	United States	1,037	33	3.18%	▼ -12
129	W. L. Gore & Associates	<a href="https://www.link€">https://www.link€</a>	United States	5,541	297	3.11%	▼ -9
130	Sysmex America	<a href="https://www.link€">https://www.link€</a>	United States	1,225	38	3.10%	▼ -41
131	Varex Imaging	<a href="https://www.link€">https://www.link€</a>	United States	1,008	31	3.08%	New Entry
132	SMC	<a href="https://www.link€">https://www.link€</a>	United States	1,471	44	2.99%	New Entry
133	NuVasive	<a href="https://www.link€">https://www.link€</a>	United States	2,529	75	2.97%	▼ -59
134	Terumo Medical	<a href="https://www.link€">https://www.link€</a>	United States	2,647	76	2.87%	▼ -8
135	Zimmer Biomet	<a href="https://www.link€">https://www.link€</a>	United States	17,588	490	2.79%	▼ -36
136	Agiliti	<a href="https://www.link€">https://www.link€</a>	United States	2,515	70	2.78%	▼ -11
137	Phillips-Medisize	<a href="https://www.link€">https://www.link€</a>	United States	2,257	61	2.70%	▼ -8
138	Invacare	<a href="https://www.link€">https://www.link€</a>	United States	1,469	39	2.65%	▲ 2
139	B. Braun Medical	<a href="https://www.link€">https://www.link€</a>	United States	5,557	147	2.65%	▼ -20
140	ReSound	<a href="https://www.link€">https://www.link€</a>	Denmark	1,130	29	2.57%	▼ -2
141	MTF Biologics	<a href="https://www.link€">https://www.link€</a>	United States	1,161	29	2.50%	New Entry
142	National Seating & Mobility	<a href="https://www.link€">https://www.link€</a>	United States	1,186	29	2.45%	▼ -15
143	Werfen North America	<a href="https://www.link€">https://www.link€</a>	United States	1,713	39	2.28%	▼ -13
144	VIDA	<a href="https://www.link€">https://www.link€</a>	United States	1,153	26	2.25%	New Entry
145	Patterson Dental	<a href="https://www.link€">https://www.link€</a>	United States	3,238	71	2.19%	▼ -11
146	Nuotion	<a href="https://www.link€">https://www.link€</a>	United States	1,747	37	2.12%	▼ -25
147	ICU Medical	<a href="https://www.link€">https://www.link€</a>	United States	7,830	164	2.09%	▼ -19
148	Sunrise Medical	<a href="https://www.link€">https://www.link€</a>	Germany	1,338	28	2.09%	▼ -11
149	Essilor Group	<a href="https://www.link€">https://www.link€</a>	France	8,906	175	1.96%	▼ -14
150	Carestream	<a href="https://www.link€">https://www.link€</a>	United States	4,090	78	1.91%	▼ -14
151	Miracle-Ear	<a href="https://www.link€">https://www.link€</a>	United States	1,268	24	1.89%	▼ -12
152	Ortho Clinical Diagnostics	<a href="https://www.link€">https://www.link€</a>	United States	3,453	58	1.68%	▼ -73
153	Tecomet	<a href="https://www.link€">https://www.link€</a>	United States	1,429	22	1.54%	New Entry
154	Covidien	<a href="https://www.link€">https://www.link€</a>	United States	8,104	87	1.07%	New Entry
155	Patterson Companies	<a href="https://www.link€">https://www.link€</a>	United States	5,517	49	0.89%	▼ -12
156	Danaher	<a href="https://www.link€">https://www.link€</a>	United States	50,323	354	0.70%	▼ -12

## Ready to win at social?

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