



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

Industry at a glance:

Average Score: 5.04%

Total Companies: 75

Global Industry Average: 5.31%

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 7 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days). Lists 23 companies and their social media performance metrics.

24	Cynosure	https://www.link	United States	824	56	6.80%
25	MicroPort Orthopedics	https://www.link	United States	520	34	6.54%
26	Meridian Bioscience	https://www.link	United States	645	42	6.51%
27	DEXIS	https://www.link	United States	590	38	6.44%
28	Ormco	https://www.link	United States	688	44	6.40%
29	Tactile Medical	https://www.link	United States	830	52	6.27%
30	Axonics	https://www.link	United States	614	38	6.19%
31	STAAR Surgical	https://www.link	United States	638	39	6.11%
32	AngioDynamics	https://www.link	United States	944	54	5.72%
33	HuFriedyGroup	https://www.link	United States	629	35	5.56%
34	Freudenberg Medical	https://www.link	United States	620	34	5.48%
35	Canon Medical Systems U	https://www.link	United States	968	47	4.86%
36	Argon Medical Devices	https://www.link	United States	576	25	4.34%
37	Teleflex Medical OEM	https://www.link	United States	769	32	4.16%
38	Terumo Cardiovascular	https://www.link	United States	808	33	4.08%
39	Acumed	https://www.link	United States	990	40	4.04%
40	Exactech	https://www.link	United States	998	40	4.01%
41	Spectrum Plastics Group	https://www.link	United States	554	22	3.97%
42	Cirtec Medical	https://www.link	United States	607	24	3.95%
43	Inogen	https://www.link	United States	798	31	3.88%
44	FUJIFILM Sonosite	https://www.link	United States	922	35	3.80%
45	Drive DeVibiss Healthcare	https://www.link	United States	817	30	3.67%
46	Nordson MEDICAL	https://www.link	United States	957	34	3.55%
47	Spacelabs Healthcare	https://www.link	United States	816	28	3.43%
48	Stryker Sage	https://www.link	United States	709	24	3.39%
49	Paragon Medical	https://www.link	United States	816	27	3.31%
50	Aesculap	https://www.link	United States	908	30	3.30%
51	Cardiovascular Systems	https://www.link	United States	496	16	3.23%
52	DEKA Research & Develop	https://www.link	United States	763	23	3.01%
53	ABB OPTICAL GROUP	https://www.link	United States	785	23	2.93%
54	ImmuCor	https://www.link	United States	957	28	2.93%
55	Kerr Dental	https://www.link	United States	737	21	2.85%
56	Alphatec Spine	https://www.link	United States	992	28	2.82%
57	Orchid Orthopedic Solution	https://www.link	United States	864	24	2.78%
58	NxStage Medical	https://www.link	United States	687	19	2.77%
59	Sterigenics	https://www.link	United States	897	24	2.68%
60	Breg	https://www.link	United States	832	22	2.64%
61	American Orthodontics	https://www.link	United States	512	13	2.54%
62	Pride Mobility Products	https://www.link	United States	663	16	2.41%
63	Patterson Veterinary Suppl	https://www.link	United States	553	12	2.17%
64	Quidel	https://www.link	United States	782	16	2.05%
65	Joerns Healthcare	https://www.link	United States	934	18	1.93%
66	STERIS Instrument Manag	https://www.link	United States	949	18	1.90%
67	DeRoyal	https://www.link	United States	675	12	1.78%
68	RS Medical	https://www.link	United States	512	9	1.76%
69	rms Company	https://www.link	United States	519	9	1.73%
70	Pacific Medical	https://www.link	United States	520	9	1.73%
71	Stryker's Sustainability Sol	https://www.link	United States	613	10	1.63%
72	Animal Health International	https://www.link	United States	595	9	1.51%
73	Analogic	https://www.link	United States	774	10	1.29%
74	Physio-Control	https://www.link	United States	591	6	1.02%
75	MICRO	https://www.link	United States	641	4	0.62%

Ready to win at social?

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