



Europe's Most Active Medical Devices Professionals on Social - September 2024

Industry at a glance:

Average Score:
4.62%

Total Companies:
83

Global Industry Average:
4.23%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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	Aerogen	https://www.linkedin.com/company/aerogen	Ireland	546	64	11.72%	▲ 0
2	Medartis	https://www.linkedin.com/company/medartis	Switzerland	730	72	9.86%	▲ 8
3	Tobii Dynavox	https://www.linkedin.com/company/tobii-dynavox	Sweden	685	67	9.78%	▲ 1
4	Canon Medical Systems Europe	https://www.linkedin.com/company/canon-medical-systems-europe	Netherlands	1,087	92	8.46%	▼ -1
5	Phonak	https://www.linkedin.com/company/phonak	Switzerland	1,140	96	8.42%	▲ 53
6	Atos Medical	https://www.linkedin.com/company/atos-medical	Sweden	722	60	8.31%	▲ 5
7	Medline Europe	https://www.linkedin.com/company/medline-europe	Netherlands	669	52	7.77%	▼ -5
8	Laerdal Medical	https://www.linkedin.com/company/laerdal-medical	Norway	1,556	117	7.52%	▲ 7
9	EMS - Electro Medical Systems	https://www.linkedin.com/company/ems-electro-medical-systems	Switzerland	740	54	7.30%	▲ 0
10	Olympus Medical Systems	https://www.linkedin.com/company/olympus-medical-systems	Germany	1,040	73	7.02%	▲ 7
11	Ypsomed	https://www.linkedin.com/company/ypsomed	Switzerland	1,479	102	6.90%	▲ 28
12	WSAudiology	https://www.linkedin.com/company/wsaudiology	Denmark	3,455	235	6.80%	▼ -6
13	Permobil	https://www.linkedin.com/company/permobil	Sweden	1,114	74	6.64%	▲ 5
14	SARSTEDT Group	https://www.linkedin.com/company/sarstedt-group	Germany	645	42	6.51%	▼ -6
15	Mölnlycke Health Care	https://www.linkedin.com/company/molnlycke-health-care	Sweden	3,359	217	6.46%	▼ -8
16	Brainlab	https://www.linkedin.com/company/brainlab	Germany	2,122	137	6.46%	▼ -2
17	3Shape	https://www.linkedin.com/company/3shape	Denmark	1,705	110	6.45%	▼ -5
18	KARL STORZ	https://www.linkedin.com/company/karl-storz	Germany	4,138	248	5.99%	▲ 13
19	Terumo Europe	https://www.linkedin.com/company/terumo-europe	Belgium	858	50	5.83%	▲ 1
20	Urigo Medical	https://www.linkedin.com/company/urigo-medical	France	610	35	5.74%	▲ 1
21	Olympus EMEA	https://www.linkedin.com/company/olympus-emea	Germany	1,348	76	5.64%	▲ 44

22	Erbe Group	https://www.link	Germany	883	49	5.55%	▼ -3
23	System Europe	https://www.link	Germany	633	34	5.37%	▲ 0
24	Sonova Group	https://www.link	Switzerland	7,606	401	5.27%	▲ 37
25	Elekta	https://www.link	Sweden	4,759	250	5.25%	▼ -3
26	Novocure	https://www.link	Switzerland	1,376	71	5.16%	▼ -21
27	Leica Biosystems	https://www.link	Germany	2,446	125	5.11%	▲ 7
28	Wellspect HealthCare	https://www.link	Sweden	686	35	5.10%	▼ -15
29	MED-EL	https://www.link	Austria	1,834	92	5.02%	▲ 23
30	Arthrex	https://www.link	Germany	546	27	4.95%	▲ 18
31	Hamilton Medical	https://www.link	Switzerland	726	35	4.82%	▼ -4
32	HARTMANN GROUP	https://www.link	Germany	3,493	164	4.70%	▼ -7
33	Leica Microsystems	https://www.link	Germany	2,406	110	4.57%	▼ -9
34	Coloplast	https://www.link	Denmark	8,661	394	4.55%	▲ 8
35	Ottobock	https://www.link	Germany	3,699	167	4.51%	▲ 33
36	Radiometer	https://www.link	Denmark	2,779	123	4.43%	▼ -6
37	Getinge	https://www.link	Sweden	8,221	359	4.37%	▼ -9
38	Össur	https://www.link	Iceland	1,560	68	4.36%	New Entry
39	Straumann Group	https://www.link	Switzerland	9,204	397	4.31%	▼ -2
40	Löwenstein Medical	https://www.link	Germany	596	25	4.19%	▲ 36
41	VYGON	https://www.link	France	1,079	45	4.17%	▲ 2
42	Esaote	https://www.link	Italy	1,161	48	4.13%	▼ -16
43	SHL Medical	https://www.link	Switzerland	1,730	70	4.05%	▲ 13
44	Thuasne	https://www.link	France	621	25	4.03%	▲ 26
45	MicroPort CRM	https://www.link	France	615	24	3.90%	▼ -5
46	Demant	https://www.link	Denmark	4,873	190	3.90%	▲ 5
47	Ascensia Diabetes Care	https://www.link	Switzerland	1,413	55	3.89%	▲ 7
48	Ivoclar	https://www.link	Liechtenstein	2,529	98	3.88%	New Entry
49	NEMERA	https://www.link	France	1,297	50	3.86%	▼ -14
50	Arjo	https://www.link	Sweden	4,533	173	3.82%	▼ -5
51	Oticon	https://www.link	Denmark	1,425	54	3.79%	▼ -18
52	HartingBank	https://www.link	Netherlands	503	19	3.78%	New Entry
53	Ambu	https://www.link	Denmark	2,001	75	3.75%	▲ 4
54	medmix	https://www.link	Switzerland	878	32	3.64%	▲ 1
55	BASTIDE LE CONFORT M	https://www.link	France	1,431	52	3.63%	▼ -26
56	Medela	https://www.link	Switzerland	1,239	45	3.63%	▲ 6
57	ZEISS Medical Technology	https://www.link	Germany	4,550	165	3.63%	▼ -19
58	Septodont	https://www.link	France	996	36	3.61%	▼ -8
59	Inpeco	https://www.link	Switzerland	582	21	3.61%	▼ -6
60	Demant Polska	https://www.link	Poland	822	29	3.53%	▼ -11
61	Lohmann & Rauscher	https://www.link	Germany	1,194	42	3.52%	▲ 10
62	KLS Martin Group	https://www.link	Germany	1,173	41	3.50%	▼ -3
63	B. Braun Group	https://www.link	Germany	20,737	721	3.48%	▲ 3
64	Nobel Biocare	https://www.link	Switzerland	2,322	80	3.45%	▼ -28
65	Alcon	https://www.link	Switzerland	25,485	870	3.41%	▲ 8
66	BIOTRONIK	https://www.link	Germany	4,304	141	3.28%	▼ -6
67	Stago	https://www.link	France	1,948	63	3.23%	▼ -21
68	Kulzer	https://www.link	Germany	589	19	3.23%	▼ -36
69	Rodenstock	https://www.link	Germany	1,107	35	3.16%	▲ 0
70	IBA	https://www.link	Belgium	2,648	82	3.10%	▼ -23
71	Intech	https://www.link	France	638	18	2.82%	▲ 9
72	ReSound	https://www.link	Denmark	1,102	30	2.72%	▲ 10
73	Belimed	https://www.link	Switzerland	625	17	2.72%	▲ 2
74	Copan Group	https://www.link	Italy	537	14	2.61%	▼ -30
75	Widex	https://www.link	Denmark	1,777	46	2.59%	▼ -11
76	Medacta International	https://www.link	Switzerland	753	17	2.26%	▼ -13
77	Werfen	https://www.link	Spain	5,976	134	2.24%	▲ 1
78	KaVo Dental	https://www.link	Germany	633	14	2.21%	▲ 7
79	Sunrise Medical	https://www.link	Germany	1,407	31	2.20%	▲ 2
80	Sorin Group	https://www.link	Italy	573	7	1.22%	▲ 9
81	Essilor Group	https://www.link	France	8,427	100	1.19%	▲ 5
82	Carmat	https://www.link	France	761	9	1.18%	▲ 6
83	BIT	https://www.link	Germany	998	10	1.00%	▲ 4

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