



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

Industry at a glance:

Average Score:
4.07%

Total Companies:
173

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	PROCEPT BioRobotics	https://www.linkedin.com/company/procept-biorobotics	United States	622	103	16.56%	▲ 0
2	Insulet	https://www.linkedin.com/company/insulet	United States	3,287	316	9.61%	▲ 33
3	Inspire Medical Systems	https://www.linkedin.com/company/inspire-medical-systems	United States	1,134	108	9.52%	▼ -1
4	Inari Medical	https://www.linkedin.com/company/inari-medical	United States	1,145	106	9.26%	▲ 18
5	Glaukos	https://www.linkedin.com/company/glaukos	United States	868	78	8.99%	▲ 2
6	AtriCure	https://www.linkedin.com/company/atricure	United States	1,228	108	8.79%	▼ -2
7	HeartFlow	https://www.linkedin.com/company/heartflow	United States	560	47	8.39%	▼ -2
8	Bioventus	https://www.linkedin.com/company/bioventus	United States	1,218	99	8.13%	▲ 3
9	Outset Medical	https://www.linkedin.com/company/outset-medical	United States	630	49	7.78%	▲ 4
10	embecka	https://www.linkedin.com/company/embecka	United States	1,154	89	7.71%	▲ 20
11	Veranex	https://www.linkedin.com/company/veranex	United States	845	65	7.69%	▲ 28
12	Laborie	https://www.linkedin.com/company/laborie	United States	872	67	7.68%	▼ -2
13	Hydrafacial	https://www.linkedin.com/company/hydrafacial	United States	700	53	7.57%	▲ 13
14	SI-BONE	https://www.linkedin.com/company/si-bone	United States	505	38	7.52%	▲ 17
15	Advanced Sterilization Pro	https://www.linkedin.com/company/advanced-sterilization-pro	United States	1,393	103	7.39%	▲ 17
16	Avanos Medical	https://www.linkedin.com/company/avano-medical	United States	1,470	108	7.35%	▲ 9
17	AngioDynamics	https://www.linkedin.com/company/angiodynamics	United States	938	64	6.82%	▲ 57
18	Corza Medical	https://www.linkedin.com/company/corza-medical	United States	778	53	6.81%	▼ -9
19	Envista Holdings	https://www.linkedin.com/company/envista-holdings	United States	1,953	132	6.76%	▼ -1
20	Abiomed	https://www.linkedin.com/company/abiomed	United States	2,513	169	6.73%	▼ -8
21	MiMedx	https://www.linkedin.com/company/mimedx	United States	819	55	6.72%	▼ -13

22	iRhythm Technologies	https://www.link€	United States	1,586	106	6.68%	▲ 2
23	ZimVie Dental	https://www.link€	United States	549	36	6.56%	▼ -20
24	Tactile Medical	https://www.link€	United States	908	59	6.50%	▲ 10
25	Cutera	https://www.link€	United States	601	38	6.32%	▼ -9
26	Natus Medical	https://www.link€	United States	1,160	73	6.29%	▲ 12
27	Shockwave Medical	https://www.link€	United States	1,246	78	6.26%	▲ 0
28	Verathon	https://www.link€	United States	692	43	6.21%	▲ 14
29	Dexcom	https://www.link€	United States	7,004	435	6.21%	▲ 22
30	PDI	https://www.link€	United States	751	46	6.13%	▲ 22
31	STAAR Surgical	https://www.link€	United States	703	42	5.97%	▲ 10
32	Nihon Kohden America	https://www.link€	United States	538	32	5.95%	▲ 64
33	CooperSurgical	https://www.link€	United States	1,688	100	5.92%	▲ 0
34	Intuitive	https://www.link€	United States	10,625	622	5.85%	▼ -19
35	BVI Medical	https://www.link€	United States	797	46	5.77%	▲ 10
36	Nevro	https://www.link€	United States	1,203	68	5.65%	▼ -30
37	MicroPort Orthopedics	https://www.link€	United States	506	28	5.53%	▲ 45
38	Axonics	https://www.link€	United States	688	38	5.52%	▲ 65
39	Ormco	https://www.link€	United States	699	38	5.44%	▼ -19
40	Benco Dental	https://www.link€	United States	1,492	78	5.23%	▲ 81
41	Stryker	https://www.link€	United States	43,101	2,253	5.23%	▲ 13
42	Biosense Webster	https://www.link€	United States	3,950	206	5.22%	▲ 2
43	Zynex Medical	https://www.link€	United States	917	47	5.13%	▼ -3
44	ZimVie	https://www.link€	United States	610	31	5.08%	▼ -30
45	Dentsply Sirona	https://www.link€	United States	10,541	532	5.05%	▲ 8
46	Hologic	https://www.link€	United States	6,239	308	4.94%	▲ 2
47	DEXIS	https://www.link€	United States	638	31	4.86%	▲ 0
48	Johnson & Johnson Vision	https://www.link€	United States	5,559	270	4.86%	▲ 28
49	ArthroX	https://www.link€	United States	7,623	368	4.83%	▲ 40
50	Candela Medical	https://www.link€	United States	624	30	4.81%	▼ -31
51	Danaher	https://www.link€	United States	52,203	2,500	4.79%	▲ 128
52	Advanced Bionics	https://www.link€	United States	1,065	51	4.79%	▲ 14
53	Nova Biomedical	https://www.link€	United States	1,005	48	4.78%	▲ 8
54	Cynosure	https://www.link€	United States	820	39	4.76%	▲ 23
55	Inogen	https://www.link€	United States	801	38	4.74%	▲ 64
56	CONMED	https://www.link€	United States	3,047	142	4.66%	▼ -6
57	Boston Scientific	https://www.link€	United States	45,729	2,112	4.62%	▲ 5
58	FUJIFILM Sonosite	https://www.link€	United States	925	42	4.54%	▲ 11
59	ZOLL Medical	https://www.link€	United States	5,535	251	4.53%	▲ 4
60	Align Technology	https://www.link€	United States	12,554	554	4.41%	▼ -23
61	Globus Medical	https://www.link€	United States	2,724	120	4.41%	▼ -6
62	Heraeus Medevio	https://www.link€	United States	825	36	4.36%	▲ 5
63	Terumo Blood and Cell Tec	https://www.link€	United States	3,170	136	4.29%	▲ 28
64	Ultradent Products	https://www.link€	United States	1,335	57	4.27%	▼ -8
65	Accuray	https://www.link€	United States	1,126	48	4.26%	▼ -1
66	CooperVision	https://www.link€	United States	6,652	282	4.24%	▲ 24
67	Edwards Lifesciences	https://www.link€	United States	13,713	581	4.24%	▼ -11
68	Meridian Bioscience	https://www.link€	United States	664	28	4.22%	▼ -3
69	Stryker Sage	https://www.link€	United States	759	32	4.22%	▼ -1
70	Confluent Medical Technol	https://www.link€	United States	1,212	51	4.21%	▲ 22
71	Breg	https://www.link€	United States	839	35	4.17%	▲ 1
72	MicroVenton-Terumo	https://www.link€	United States	2,614	109	4.17%	▲ 56
73	Cirtec Medical	https://www.link€	United States	698	29	4.15%	▲ 32
74	Penumbra	https://www.link€	United States	2,607	108	4.14%	▲ 4
75	Cordis	https://www.link€	United States	2,560	106	4.14%	▲ 57
76	LifeNet Health	https://www.link€	United States	1,215	50	4.12%	▼ -17
77	Olympus Corporation of the	https://www.link€	United States	4,819	197	4.09%	▲ 38
78	Spectrum Plastics Group	https://www.link€	United States	637	26	4.08%	▼ -18
79	Freudenberg Medical	https://www.link€	United States	760	31	4.08%	▼ -36
80	Medline Industries	https://www.link€	United States	15,314	619	4.04%	▼ -10
81	AirLife	https://www.link€	United States	683	27	3.95%	▼ -60
82	KARL STORZ United State	https://www.link€	United States	2,358	93	3.94%	▲ 34
83	Canon Medical Systems U	https://www.link€	United States	972	38	3.91%	▲ 1
84	Midmark	https://www.link€	United States	1,347	52	3.86%	▼ -13
85	OrthoX	https://www.link€	United States	1,432	55	3.84%	▲ 41
86	Sysmex America	https://www.link€	United States	1,266	48	3.79%	▲ 38
87	Medtronic	https://www.link€	United States	92,444	3,500	3.79%	▲ 1
88	Exactech	https://www.link€	United States	985	37	3.76%	▲ 25
89	Integra LifeSciences	https://www.link€	United States	3,674	138	3.76%	▲ 17
90	Argon Medical Devices	https://www.link€	United States	613	23	3.75%	▼ -41
91	ResMed	https://www.link€	United States	7,636	284	3.72%	▼ -18
92	Terumo Cardiovascular	https://www.link€	United States	785	29	3.69%	▲ 54
93	HuFriedyGroup	https://www.link€	United States	677	25	3.69%	▼ -47

94	Nipro Medical	https://www.link	United States	1,249	46	3.68%	▼ -11
95	Masimo	https://www.link	United States	3,443	126	3.66%	▲ 15
96	Mozarc Medical	https://www.link	United States	657	24	3.65%	▼ -73
97	Patterson Veterinary Suppl	https://www.link	United States	576	21	3.65%	▲ 32
98	Henry Schein	https://www.link	United States	10,035	363	3.62%	▼ -4
99	Teleflex	https://www.link	United States	8,492	307	3.62%	▼ -18
100	Starkey Hearing	https://www.link	United States	2,354	85	3.61%	▲ 1
101	BD	https://www.link	United States	45,674	1,643	3.60%	▼ -8
102	Hollister	https://www.link	United States	3,316	118	3.56%	▼ -23
103	DePuy Synthes	https://www.link	United States	9,119	321	3.52%	▲ 6
104	Applied Medical	https://www.link	United States	3,591	126	3.51%	▲ 8
105	Biomerics	https://www.link	United States	1,178	41	3.48%	▼ -19
106	BK Medical	https://www.link	United States	781	27	3.46%	▼ -70
107	Ethicon	https://www.link	United States	4,907	167	3.40%	▲ 18
108	Viant Medical	https://www.link	United States	2,297	77	3.35%	▼ -23
109	STERIS	https://www.link	United States	9,705	324	3.34%	▲ 13
110	Tandem Diabetes Care	https://www.link	United States	2,018	66	3.27%	▼ -35
111	Vyire Medical	https://www.link	United States	1,040	34	3.27%	▼ -12
112	FUJIFILM Healthcare Amer	https://www.link	United States	1,641	52	3.17%	▲ 21
113	Alphatec Spine	https://www.link	United States	958	30	3.13%	▼ -85
114	Merit Medical Systems	https://www.link	United States	3,040	95	3.13%	▲ 13
115	Haemonetics	https://www.link	United States	2,425	75	3.09%	▲ 26
116	Varex Imaging	https://www.link	United States	1,070	33	3.08%	▲ 24
117	Cook Medical	https://www.link	United States	7,497	230	3.07%	▲ 13
118	Varian	https://www.link	United States	9,724	294	3.02%	▼ -21
119	Baxter International	https://www.link	United States	40,476	1,214	3.00%	▼ -5
120	ABB OPTICAL GROUP	https://www.link	United States	815	24	2.94%	▲ 35
121	Beckman Coulter Diagnost	https://www.link	United States	10,943	317	2.90%	▼ -17
122	Hiossen	https://www.link	United States	520	15	2.88%	▼ -24
123	Carestream Dental	https://www.link	United States	1,235	35	2.83%	▼ -43
124	Zimmer Biomet	https://www.link	United States	17,664	487	2.76%	▼ -1
125	Acumed	https://www.link	United States	958	26	2.71%	▼ -25
126	Integer Holdings	https://www.link	United States	3,179	84	2.64%	▲ 22
127	Teleflex Medical OEM	https://www.link	United States	840	22	2.62%	▲ 17
128	Numotion	https://www.link	United States	1,813	47	2.59%	▲ 21
129	W. L. Gore & Associates	https://www.link	United States	9,822	252	2.57%	▲ 2
130	Tegra Medical	https://www.link	United States	518	13	2.51%	New Entry
131	B. Braun Medical	https://www.link	United States	5,407	134	2.48%	▲ 28
132	Patterson Dental	https://www.link	United States	3,282	81	2.47%	▲ 3
133	Phillips Medisize	https://www.link	United States	2,314	57	2.46%	▲ 4
134	A-dec	https://www.link	United States	1,064	26	2.44%	▼ -16
135	Sterigenics	https://www.link	United States	969	23	2.37%	▼ -18
136	Drive DeVilbiss Healthcare	https://www.link	United States	862	20	2.32%	▼ -34
137	Terumo Medical	https://www.link	United States	2,638	61	2.31%	▲ 24
138	Werfen North America	https://www.link	United States	1,820	41	2.25%	▲ 19
139	Kerr Dental	https://www.link	United States	724	16	2.21%	▼ -32
140	STERIS Instrument Manag	https://www.link	United States	951	21	2.21%	▲ 30
141	Agiliti	https://www.link	United States	2,770	61	2.20%	▼ -30
142	Glidewell Dental	https://www.link	United States	2,120	45	2.12%	▼ -22
143	National Seating & Mobility	https://www.link	United States	1,257	25	1.99%	▲ 8
144	SMC	https://www.link	United States	1,527	30	1.96%	▲ 9
145	Orchid Orthopedic Solution	https://www.link	United States	872	17	1.95%	▲ 5
146	Stryker's Sustainability Sol	https://www.link	United States	616	12	1.95%	▼ -8
147	ICU Medical	https://www.link	United States	8,203	159	1.94%	▲ 11
148	MTF Biologics	https://www.link	United States	1,192	22	1.85%	▼ -9
149	Nordson MEDICAL	https://www.link	United States	976	18	1.84%	▲ 13
150	NuVasive	https://www.link	United States	1,890	33	1.75%	▼ -14
151	Pride Mobility Products	https://www.link	United States	688	12	1.74%	▲ 23
152	American Orthodontics	https://www.link	United States	527	9	1.71%	▼ -18
153	LifeScan	https://www.link	United States	1,960	33	1.68%	▼ -6
154	Carestream	https://www.link	United States	4,056	67	1.65%	▲ 11
155	Invacare	https://www.link	United States	1,401	23	1.64%	▲ 1
156	NxStage Medical	https://www.link	United States	691	11	1.59%	▼ -69
157	Spacelabs Healthcare	https://www.link	United States	823	13	1.58%	▼ -49
158	Aesculap (US)	https://www.link	United States	901	14	1.55%	▼ -4
159	DeRoyal	https://www.link	United States	705	10	1.42%	▲ 7
160	Miracle-Ear	https://www.link	United States	1,383	18	1.30%	▲ 0
161	Tecomet	https://www.link	United States	1,409	18	1.28%	▲ 3
162	DEKA Research & Develop	https://www.link	United States	793	10	1.26%	▼ -20
163	Analogic	https://www.link	United States	810	9	1.11%	▲ 10
164	MICRO	https://www.link	United States	653	7	1.07%	▲ 12
165	rms Company	https://www.link	United States	541	5	0.92%	▲ 3

166	Joerns Healthcare	https://www.link	United States	858	7	0.82%	▲ 9
167	Animal Health International	https://www.link	United States	616	5	0.81%	New Entry
168	BioFire Diagnostics	https://www.link	United States	724	5	0.69%	▲ 1
169	Paragon Medical	https://www.link	United States	833	5	0.60%	▼ -6
170	Philips Lifeline	https://www.link	United States	742	3	0.40%	New Entry
171	Patterson Companies	https://www.link	United States	5,667	19	0.34%	▲ 7
172	Welch Allyn	https://www.link	United States	989	3	0.30%	▲ 8
173	Greatbatch Medical	https://www.link	United States	774	2	0.26%	New Entry

Ready to win at social?

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