



Europe's Most Active Medical Devices Professionals on Social - January 2025

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.13%	81	3.58%

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](https://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	Medartis	https://www.linkedin.com/company/medartis	Switzerland	653	67	10.26%	▲ 1
2	Atos Medical	https://www.linkedin.com/company/atos-medical	Sweden	747	62	8.30%	▲ 4
3	Medline Europe	https://www.linkedin.com/company/medline-europe	Netherlands	697	54	7.75%	▲ 4
4	Aerogen	https://www.linkedin.com/company/aerogen	Ireland	551	40	7.26%	▼ -3
5	Tobii Dynavox	https://www.linkedin.com/company/tobii-dynavox	Sweden	729	48	6.58%	▼ -2
6	EMS - Electro Medical Systems	https://www.linkedin.com/company/ems-electro-medical-systems	Switzerland	681	44	6.46%	▲ 3
7	Erbe Group	https://www.linkedin.com/company/erbe-group	Germany	786	50	6.36%	▲ 15
8	Canon Medical Systems Europe	https://www.linkedin.com/company/canon-medical-systems-europe	Netherlands	1,092	69	6.32%	▼ -4
9	medmix	https://www.linkedin.com/company/medmix	Switzerland	619	39	6.30%	▲ 45
10	Sysmex Europe	https://www.linkedin.com/company/sysmex-europe	Germany	648	39	6.02%	▲ 13
11	Brainlab	https://www.linkedin.com/company/brainlab	Germany	2,129	128	6.01%	▲ 5
12	Urgo Medical	https://www.linkedin.com/company/urgo-medical	France	617	35	5.67%	▲ 8
13	Laerdal Medical	https://www.linkedin.com/company/laerdal-medical	Norway	1,562	85	5.44%	▼ -5
14	Ypsomed	https://www.linkedin.com/company/ypsomed	Switzerland	1,567	83	5.30%	▼ -3
15	SARSTEDT Group	https://www.linkedin.com/company/sarstedt-group	Germany	662	35	5.29%	▼ -1
16	Terumo Europe	https://www.linkedin.com/company/terumo-europe	Belgium	883	46	5.21%	▲ 3
17	3Shape	https://www.linkedin.com/company/3shape	Denmark	1,715	88	5.13%	▲ 0
18	Elekta	https://www.linkedin.com/company/elekta	Sweden	4,740	243	5.13%	▲ 7
19	Novocure	https://www.linkedin.com/company/novocure	Switzerland	1,386	70	5.05%	▲ 7
20	Olympus Medical Systems	https://www.linkedin.com/company/olympus-medical-systems	Germany	1,018	51	5.01%	▼ -10
21	Olympus EMEA	https://www.linkedin.com/company/olympus-emea	Germany	1,408	70	4.97%	▲ 0

22	Mölnlycke Health Care	https://www.link	Sweden	3,402	165	4.85%	▼ -7
23	Permobil	https://www.link	Sweden	1,166	55	4.72%	▼ -10
24	ZEISS Medical Technology	https://www.link	Germany	4,535	213	4.70%	▲ 33
25	BASTIDE LE CONFORT M	https://www.link	France	1,491	70	4.69%	▲ 30
26	Coloplast	https://www.link	Denmark	8,796	410	4.66%	▲ 8
27	Leica Microsystems	https://www.link	Germany	2,388	109	4.56%	▲ 6
28	Esaote	https://www.link	Italy	1,127	51	4.53%	▲ 14
29	Leica Biosystems	https://www.link	Germany	2,458	103	4.19%	▼ -2
30	Septodont	https://www.link	France	1,006	42	4.17%	▲ 28
31	Wellspect HealthCare	https://www.link	Sweden	695	29	4.17%	▼ -3
32	VYGON	https://www.link	France	904	37	4.09%	▲ 9
33	Löwenstein Medical	https://www.link	Germany	590	24	4.07%	▲ 7
34	Oticon	https://www.link	Denmark	1,411	57	4.04%	▲ 17
35	KARL STORZ	https://www.link	Germany	4,340	173	3.99%	▼ -17
36	MED-EL	https://www.link	Austria	1,879	74	3.94%	▼ -7
37	NEMERA	https://www.link	France	1,325	52	3.92%	▲ 12
38	Nobel Biocare	https://www.link	Switzerland	2,328	91	3.91%	▲ 26
39	Medela	https://www.link	Switzerland	1,233	48	3.89%	▲ 17
40	Geringe	https://www.link	Sweden	8,453	329	3.89%	▼ -3
41	Belimed	https://www.link	Switzerland	620	24	3.87%	▲ 32
42	Straumann Group	https://www.link	Switzerland	9,457	364	3.85%	▼ -3
43	HARTMANN GROUP	https://www.link	Germany	3,807	146	3.84%	▼ -11
44	Stago	https://www.link	France	1,978	75	3.79%	▲ 23
45	Medacta International	https://www.link	Switzerland	769	29	3.77%	▲ 31
46	Hamilton Medical	https://www.link	Switzerland	745	28	3.76%	▼ -15
47	HartingBank	https://www.link	Netherlands	509	19	3.73%	▲ 5
48	SHL Medical	https://www.link	Switzerland	1,823	68	3.73%	▼ -5
49	Radiometer	https://www.link	Denmark	2,871	104	3.62%	▼ -13
50	Lohmann & Rauscher	https://www.link	Germany	1,201	43	3.58%	▲ 11
51	Ambu	https://www.link	Denmark	2,075	72	3.47%	▲ 2
52	Arthrex GmbH	https://www.link	Germany	577	20	3.47%	▼ -22
53	Demant Polska	https://www.link	Poland	809	28	3.46%	▲ 7
54	WSAudiology	https://www.link	Denmark	5,091	176	3.46%	▼ -42
55	BIOTRONIK	https://www.link	Germany	4,308	146	3.39%	▲ 11
56	Ivoclar	https://www.link	Liechtenstein	2,545	86	3.38%	▼ -8
57	MicroPort CRM	https://www.link	France	597	20	3.35%	▼ -12
58	Kulzer	https://www.link	Germany	606	20	3.30%	▲ 10
59	Thuasne	https://www.link	France	637	21	3.30%	▼ -15
60	Phonak	https://www.link	Switzerland	1,121	36	3.21%	▼ -55
61	Össur	https://www.link	Iceland	1,570	50	3.18%	▼ -23
62	Inpeco	https://www.link	Switzerland	586	18	3.07%	▼ -3
63	B. Braun Group	https://www.link	Germany	21,664	655	3.02%	▲ 0
64	Demant	https://www.link	Denmark	4,718	142	3.01%	▼ -18
65	Copan Group	https://www.link	Italy	543	16	2.95%	▲ 9
66	Ottobock	https://www.link	Germany	3,775	111	2.94%	▼ -31
67	Alcon	https://www.link	Switzerland	25,777	728	2.82%	▼ -2
68	KaVo Dental	https://www.link	Germany	640	18	2.81%	▲ 10
69	Sonova Group	https://www.link	Switzerland	7,744	215	2.78%	▼ -45
70	IBA	https://www.link	Belgium	2,696	73	2.71%	▲ 0
71	Rodenstock	https://www.link	Germany	1,118	30	2.68%	▼ -2
72	KLS Martin Group	https://www.link	Germany	1,237	33	2.67%	▼ -10
73	Arjo	https://www.link	Sweden	4,607	121	2.63%	▼ -23
74	Sunrise Medical	https://www.link	Germany	1,418	34	2.40%	▲ 5
75	Ascensia Diabetes Care	https://www.link	Switzerland	1,419	34	2.40%	▼ -28
76	Intech	https://www.link	France	629	15	2.38%	▼ -5
77	Widex	https://www.link	Denmark	1,737	36	2.07%	▼ -2
78	Werfen	https://www.link	Spain	6,032	118	1.96%	▼ -1
79	Carmat	https://www.link	France	755	14	1.85%	▲ 3
80	ReSound	https://www.link	Denmark	1,097	16	1.46%	▼ -8
81	BIT	https://www.link	Germany	1,009	7	0.69%	▲ 2

Ready to win at social?

Visit our website or contact us at support@dsmn8.com



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