



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

### Industry at a glance:

|                |                  |                          |
|----------------|------------------|--------------------------|
| Average Score: | Total Companies: | Global Industry Average: |
| 6.52%          | 89               | 6.08%                    |

### 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](https://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        | Aerogen                        | <a href="https://www.linkedin.com/company/aerogen">https://www.linkedin.com/company/aerogen</a>   | Ireland     | 584                   | 86                                  | 14.73%                  | ▲ 3         |
| 2        | DentalMonitoring               | <a href="https://www.linkedin.com/company/dentalmonitoring">https://www.linkedin.com/company/dentalmonitoring</a>                             | France      | 517                   | 76                                  | 14.70%                  | New Entry   |
| 3        | Tobii Dynavox                  | <a href="https://www.linkedin.com/company/tobii-dynavox">https://www.linkedin.com/company/tobii-dynavox</a>                                   | Sweden      | 793                   | 105                                 | 13.24%                  | ▲ 2         |
| 4        | Medartis                       | <a href="https://www.linkedin.com/company/medartis">https://www.linkedin.com/company/medartis</a>   | Switzerland | 793                   | 102                                 | 12.86%                  | ▼ -3        |
| 5        | 3Shape                         | <a href="https://www.linkedin.com/company/3shape">https://www.linkedin.com/company/3shape</a>   | Denmark     | 1,783                 | 196                                 | 10.99%                  | ▲ 12        |
| 6        | Terumo Europe                  | <a href="https://www.linkedin.com/company/terumo-europe">https://www.linkedin.com/company/terumo-europe</a>                                   | Belgium     | 966                   | 104                                 | 10.77%                  | ▲ 10        |
| 7        | Novocure                       | <a href="https://www.linkedin.com/company/novocure">https://www.linkedin.com/company/novocure</a>   | Switzerland | 1,413                 | 145                                 | 10.26%                  | ▲ 12        |
| 8        | Canon Medical Systems Europe   | <a href="https://www.linkedin.com/company/canon-medical-systems-europe">https://www.linkedin.com/company/canon-medical-systems-europe</a>     | Netherlands | 1,132                 | 115                                 | 10.16%                  | ▲ 0         |
| 9        | Atos Medical                   | <a href="https://www.linkedin.com/company/atos-medical">https://www.linkedin.com/company/atos-medical</a>                                     | Sweden      | 799                   | 81                                  | 10.14%                  | ▼ -7        |
| 10       | Sysmex Europe                  | <a href="https://www.linkedin.com/company/sysmex-europe">https://www.linkedin.com/company/sysmex-europe</a>                                   | Germany     | 668                   | 65                                  | 9.73%                   | ▲ 0         |
| 11       | Laerdal Medical                | <a href="https://www.linkedin.com/company/laerdal-medical">https://www.linkedin.com/company/laerdal-medical</a>                               | Norway      | 1,598                 | 155                                 | 9.70%                   | ▲ 2         |
| 12       | Kerecis                        | <a href="https://www.linkedin.com/company/kerecis">https://www.linkedin.com/company/kerecis</a>   | Iceland     | 518                   | 50                                  | 9.65%                   | New Entry   |
| 13       | Brainlab                       | <a href="https://www.linkedin.com/company/brainlab">https://www.linkedin.com/company/brainlab</a>   | Germany     | 2,177                 | 208                                 | 9.55%                   | ▼ -2        |
| 14       | Mölnlycke Health Care          | <a href="https://www.linkedin.com/company/molnlycke-health-care">https://www.linkedin.com/company/molnlycke-health-care</a>                   | Sweden      | 3,525                 | 334                                 | 9.48%                   | ▲ 8         |
| 15       | EMS - Electro Medical Systems  | <a href="https://www.linkedin.com/company/ems-electro-medical-systems">https://www.linkedin.com/company/ems-electro-medical-systems</a>       | Switzerland | 763                   | 70                                  | 9.17%                   | ▼ -9        |
| 16       | Kistler Group                  | <a href="https://www.linkedin.com/company/kistler-group">https://www.linkedin.com/company/kistler-group</a>                                   | Switzerland | 1,391                 | 125                                 | 8.99%                   | New Entry   |
| 17       | Ypsomed                        | <a href="https://www.linkedin.com/company/ypsomed">https://www.linkedin.com/company/ypsomed</a>   | Switzerland | 1,634                 | 144                                 | 8.81%                   | ▼ -3        |
| 18       | Erbe Group                     | <a href="https://www.linkedin.com/company/erbe-group">https://www.linkedin.com/company/erbe-group</a>   | Germany     | 963                   | 83                                  | 8.62%                   | ▼ -11       |
| 19       | Olympus Medical Systems Europe | <a href="https://www.linkedin.com/company/olympus-medical-systems-europe">https://www.linkedin.com/company/olympus-medical-systems-europe</a> | Germany     | 1,033                 | 88                                  | 8.52%                   | ▲ 1         |
| 20       | Medline Europe                 | <a href="https://www.linkedin.com/company/medline-europe">https://www.linkedin.com/company/medline-europe</a>                                 | Netherlands | 741                   | 63                                  | 8.50%                   | ▼ -17       |
| 21       | MicroPort CRM                  | <a href="https://www.linkedin.com/company/microport-crm">https://www.linkedin.com/company/microport-crm</a>                                   | France      | 589                   | 48                                  | 8.15%                   | ▲ 36        |

|    |                               |   |             |        |       |       |           |
|----|-------------------------------|---|-------------|--------|-------|-------|-----------|
| 22 | medi GmbH & Co.               | <a href="https://www.link">https://www.link</a> | Germany     | 563    | 45    | 7.99% | New Entry |
| 23 | Permobil                      | <a href="https://www.link">https://www.link</a> | Sweden      | 1,198  | 94    | 7.85% | ▲ 0       |
| 24 | Hamilton Medical              | <a href="https://www.link">https://www.link</a> | Switzerland | 788    | 59    | 7.49% | ▲ 22      |
| 25 | Elekta                        | <a href="https://www.link">https://www.link</a> | Sweden      | 4,839  | 360   | 7.44% | ▼ -7      |
| 26 | Greiner Bio-One International | <a href="https://www.link">https://www.link</a> | Austria     | 619    | 46    | 7.43% | New Entry |
| 27 | Leica Biosystems              | <a href="https://www.link">https://www.link</a> | Germany     | 2,483  | 184   | 7.41% | ▲ 2       |
| 28 | Urgo Medical                  | <a href="https://www.link">https://www.link</a> | France      | 652    | 48    | 7.36% | ▼ -16     |
| 29 | W&H Group                     | <a href="https://www.link">https://www.link</a> | Austria     | 692    | 50    | 7.23% | New Entry |
| 30 | Demant Polska                 | <a href="https://www.link">https://www.link</a> | Poland      | 806    | 57    | 7.07% | ▲ 23      |
| 31 | Leica Microsystems            | <a href="https://www.link">https://www.link</a> | Germany     | 2,404  | 170   | 7.07% | ▼ -4      |
| 32 | NIPRO                         | <a href="https://www.link">https://www.link</a> | Belgium     | 4,144  | 293   | 7.07% | New Entry |
| 33 | Phonak                        | <a href="https://www.link">https://www.link</a> | Switzerland | 1,114  | 77    | 6.91% | ▲ 27      |
| 34 | Arthrex GmbH                  | <a href="https://www.link">https://www.link</a> | Germany     | 621    | 42    | 6.76% | ▲ 18      |
| 35 | SHL Medical                   | <a href="https://www.link">https://www.link</a> | Switzerland | 1,930  | 128   | 6.63% | ▲ 13      |
| 36 | MED-EL                        | <a href="https://www.link">https://www.link</a> | Austria     | 1,943  | 126   | 6.48% | ▲ 0       |
| 37 | Wellspect HealthCare          | <a href="https://www.link">https://www.link</a> | Sweden      | 708    | 45    | 6.36% | ▼ -6      |
| 38 | Coloplast                     | <a href="https://www.link">https://www.link</a> | Denmark     | 9,007  | 571   | 6.34% | ▼ -12     |
| 39 | Getinge                       | <a href="https://www.link">https://www.link</a> | Sweden      | 8,545  | 536   | 6.27% | ▲ 1       |
| 40 | HARTMANN GROUP                | <a href="https://www.link">https://www.link</a> | Germany     | 3,978  | 249   | 6.26% | ▲ 3       |
| 41 | ZEISS Medical Technology      | <a href="https://www.link">https://www.link</a> | Germany     | 4,604  | 287   | 6.23% | ▼ -17     |
| 42 | Copan Group                   | <a href="https://www.link">https://www.link</a> | Italy       | 582    | 36    | 6.19% | ▲ 23      |
| 43 | Septodont                     | <a href="https://www.link">https://www.link</a> | France      | 1,019  | 63    | 6.18% | ▼ -13     |
| 44 | Medela                        | <a href="https://www.link">https://www.link</a> | Switzerland | 1,319  | 81    | 6.14% | ▼ -5      |
| 45 | Straumann Group               | <a href="https://www.link">https://www.link</a> | Switzerland | 9,759  | 596   | 6.11% | ▼ -3      |
| 46 | Medacta International         | <a href="https://www.link">https://www.link</a> | Switzerland | 796    | 48    | 6.03% | ▼ -1      |
| 47 | Radiometer                    | <a href="https://www.link">https://www.link</a> | Denmark     | 2,992  | 173   | 5.78% | ▲ 2       |
| 48 | Össur                         | <a href="https://www.link">https://www.link</a> | Iceland     | 1,568  | 90    | 5.74% | ▲ 13      |
| 49 | NEMERA                        | <a href="https://www.link">https://www.link</a> | France      | 1,399  | 79    | 5.65% | ▼ -12     |
| 50 | Löwenstein Medical            | <a href="https://www.link">https://www.link</a> | Germany     | 621    | 35    | 5.64% | ▼ -17     |
| 51 | Ambu                          | <a href="https://www.link">https://www.link</a> | Denmark     | 2,148  | 121   | 5.63% | ▲ 0       |
| 52 | Oticon                        | <a href="https://www.link">https://www.link</a> | Denmark     | 1,497  | 83    | 5.54% | ▼ -18     |
| 53 | Arjo                          | <a href="https://www.link">https://www.link</a> | Sweden      | 4,746  | 262   | 5.52% | ▲ 20      |
| 54 | Esate                         | <a href="https://www.link">https://www.link</a> | Italy       | 1,237  | 68    | 5.50% | ▼ -26     |
| 55 | Olympus EMEA                  | <a href="https://www.link">https://www.link</a> | Germany     | 1,899  | 104   | 5.48% | ▼ -34     |
| 56 | KARL STORZ                    | <a href="https://www.link">https://www.link</a> | Germany     | 4,487  | 244   | 5.44% | ▼ -21     |
| 57 | Ivoclar                       | <a href="https://www.link">https://www.link</a> | Lithuania   | 2,744  | 147   | 5.36% | ▼ -1      |
| 58 | Nobel Biocare                 | <a href="https://www.link">https://www.link</a> | Switzerland | 2,372  | 127   | 5.35% | ▼ -20     |
| 59 | Kulzer                        | <a href="https://www.link">https://www.link</a> | Germany     | 629    | 33    | 5.25% | ▼ -1      |
| 60 | WSAudiology                   | <a href="https://www.link">https://www.link</a> | Denmark     | 5,283  | 277   | 5.24% | ▼ -6      |
| 61 | VYGON                         | <a href="https://www.link">https://www.link</a> | France      | 1,146  | 60    | 5.24% | ▼ -29     |
| 62 | Stago                         | <a href="https://www.link">https://www.link</a> | France      | 2,039  | 106   | 5.20% | ▼ -18     |
| 63 | Inpeco                        | <a href="https://www.link">https://www.link</a> | Switzerland | 597    | 31    | 5.19% | ▼ -1      |
| 64 | Denant                        | <a href="https://www.link">https://www.link</a> | Denmark     | 4,902  | 248   | 5.06% | ▲ 0       |
| 65 | Ascensia Diabetes Care        | <a href="https://www.link">https://www.link</a> | Switzerland | 1,417  | 71    | 5.01% | ▲ 10      |
| 66 | Thuasne                       | <a href="https://www.link">https://www.link</a> | France      | 735    | 36    | 4.90% | ▼ -7      |
| 67 | BTL Medical & Healthcare      | <a href="https://www.link">https://www.link</a> | Czechia     | 511    | 25    | 4.89% | New Entry |
| 68 | Rodenstock                    | <a href="https://www.link">https://www.link</a> | Germany     | 1,250  | 61    | 4.88% | ▲ 3       |
| 69 | BIOTRONIK                     | <a href="https://www.link">https://www.link</a> | Germany     | 4,535  | 218   | 4.81% | ▼ -14     |
| 70 | medmix                        | <a href="https://www.link">https://www.link</a> | Switzerland | 894    | 42    | 4.70% | ▼ -61     |
| 71 | KLS Martin Group              | <a href="https://www.link">https://www.link</a> | Germany     | 1,397  | 65    | 4.65% | ▲ 1       |
| 72 | Lohmann & Rauscher            | <a href="https://www.link">https://www.link</a> | Germany     | 1,232  | 57    | 4.63% | ▼ -22     |
| 73 | B. Braun Group                | <a href="https://www.link">https://www.link</a> | Germany     | 23,934 | 1,102 | 4.60% | ▼ -10     |
| 74 | Sonova Group                  | <a href="https://www.link">https://www.link</a> | Switzerland | 7,864  | 349   | 4.44% | ▼ -5      |
| 75 | Ottobock                      | <a href="https://www.link">https://www.link</a> | Germany     | 3,857  | 162   | 4.20% | ▼ -9      |
| 76 | Alcon                         | <a href="https://www.link">https://www.link</a> | Switzerland | 26,495 | 1,100 | 4.15% | ▼ -9      |
| 77 | Belimed                       | <a href="https://www.link">https://www.link</a> | Switzerland | 628    | 26    | 4.14% | ▼ -36     |
| 78 | HartingBank                   | <a href="https://www.link">https://www.link</a> | Netherlands | 512    | 21    | 4.10% | ▼ -31     |
| 79 | Balt                          | <a href="https://www.link">https://www.link</a> | France      | 520    | 21    | 4.04% | New Entry |
| 80 | IBA                           | <a href="https://www.link">https://www.link</a> | Belgium     | 2,928  | 115   | 3.93% | ▼ -10     |
| 81 | Sunrise Medical               | <a href="https://www.link">https://www.link</a> | Germany     | 1,461  | 57    | 3.90% | ▼ -7      |
| 82 | KaVo Dental                   | <a href="https://www.link">https://www.link</a> | Germany     | 654    | 25    | 3.82% | ▼ -14     |
| 83 | Werfen                        | <a href="https://www.link">https://www.link</a> | Spain       | 6,227  | 227   | 3.65% | ▼ -5      |
| 84 | Intech                        | <a href="https://www.link">https://www.link</a> | France      | 695    | 19    | 2.73% | ▼ -8      |
| 85 | Widex                         | <a href="https://www.link">https://www.link</a> | Denmark     | 1,718  | 45    | 2.62% | ▼ -8      |
| 86 | ReSound                       | <a href="https://www.link">https://www.link</a> | Denmark     | 1,108  | 24    | 2.17% | ▼ -6      |
| 87 | MMM Group                     | <a href="https://www.link">https://www.link</a> | Germany     | 618    | 13    | 2.10% | New Entry |
| 88 | Carmat                        | <a href="https://www.link">https://www.link</a> | France      | 749    | 11    | 1.47% | ▼ -9      |
| 89 | BIT                           | <a href="https://www.link">https://www.link</a> | Germany     | 1,069  | 8     | 0.75% | ▼ -8      |

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