

#MyHCandME Campaign

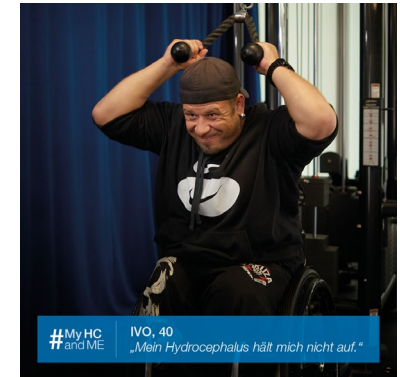
More Awareness for Hydrocephalus

ABOUT THE CAMPAIGN

The **#MyHCandME** campaign is an initiative of the Potsdam-based company Christoph Miethke GmbH & Co. KG, which produces innovative neurosurgical implants for hydrocephalus therapy.

Hydrocephalus is a very individual disease, which remains invisible to many people in everyday life. With the #MyHCandME campaign, we want to change that and draw attention to the complexity and diversity of patients and their lives.

Our aim is to encourage patients, show their individuality, create community and generate more public awareness for hydrocephalus and life with a shunt.



OUR AMBASSADORS

The **#MyHCandME** campaign starts with four hydrocephalus patients who bring this rather invisible part of their everyday life to light through their personal stories.



MARY



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HOW IT WORKS

Let's raise hydrocephalus awareness together. With the help of our photo generator, you can create your own campaign image in four easy steps:



STEP #1

Visit the website
www.myhcandme.com



STEP #2

Upload a photo of you
that fits your personal
story.



STEP #3

Choose your personal
statement.



STEP #4

Share your photo.

OUR CHANNELS

The **#MyHCandME** campaign is running across all official MIETHKE social media channels and through the campaign website :



www.myhcandme.com



[@MiethkeDeutschland](https://www.facebook.com/MiethkeDeutschland)



[@miethke_international](https://www.instagram.com/miethke_international)



[Miethke International](https://www.youtube.com/MiethkeInternational)

For more visibility, the hashtag **#MyHCandME** was created as part of the campaign. All participants are invited to use the hashtag for their own posts, comment and share posts from other participants and thus create more visibility.



YOU WANT TO DO MORE?

If you would like to publish material on our social media channels as part of the campaign, please contact our social media team. Your contribution can be as individual as you are. This can be a photo, short video or statement. An important criterion is that it is an original post made by you that does not require a license or release from a third party. Please send your contribution to the email address: info@myhcandme.com, then we will review your contribution and discuss with you how we can share it.

DOWNLOADS

In our download section you will find all important information and images regarding our campaign:

- Logo
- Social Media Posts
- Poster
- and many more...

ABOUT HYDROCEPHALUS

Hydrocephalus has many faces, is often complex and far from being comprehensively researched. Symptoms and individual stress factors, complications in therapy and due to concomitant diseases determine life with hydrocephalus in many different ways.

The term Hydrocephalus refers to a pathological enlargement of the spaces in the brain (ventricles) filled with cerebrospinal fluid (CSF). In adult humans, approximately 150 ml of CSF circulate between the ventricles, with about 500 ml being newly produced and reabsorbed by the body into the blood system each day. Hydrocephalus occurs when more cerebrospinal fluid is produced than can be absorbed. There are many causes for such an imbalance: It can be congenital, meaning people are born with Hydrocephalus, or acquired later in life.

As a result of this imbalance, the cerebral ventricles become enlarged, leading to various symptoms such as nausea, headaches and coordination disorders. Hydrocephalus is usually treated with the implantation of a shunt system that drains the excess cerebral fluid into other body cavities - vital medical devices that help many patients, but due to the complexity and diverse causes of the disease often cannot solve all the problems of all patients equally.

More information about hydrocephalus can be found at: <https://www.miethke.com/en/hydrocephalus/about-hydrocephalus>

ABOUT CHRISTOPH MIETHKE GMBH & CO. KG

What started with an idea at the beginning of the 90s has developed into a globally operating company. Christoph Miethke GmbH & Co. KG is a Potsdam-based medical technology company that develops **neurosurgical implants** for hydrocephalus patients. We are passionate about researching and developing unique and innovative product solutions, always challenging the status-quo. In addition to the fact that medical device research and development is highly responsible and meaningful work, we are driven by a common vision: We want to develop technologies that enable all hydrocephalus patients worldwide to lead a normal life.

Our corporate philosophy says: **Human dignity is inviolable**. And that is what we live. A key element of respect and a dignified harmonious atmosphere is the balance of closeness - based upon interest - we want to share with each other. Feeling, creating and living closeness combines many facets of social values with one end in view: a social living space where everybody feels well cared for. It is about understanding, questioning, taking other perspectives and meeting each other at eye level.

First and foremost this concerns the **patients**, whose living situation we strive to improve through innovative developments and the production of high-quality and reliable products. We listen carefully to our partners, neurosurgeons and patients as well as to each other in order to learn and give room to ideas.

More about us: <https://www.miethke.com/en/about-us/our-motivation>



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