

GAMES FOR HEALTH EUROPE



GAMES FOR HEALTH
EUROPE

CONFERENCE 2014

WELCOME



As vice-governor of the Province of Utrecht, I am very pleased to welcome you to the Games for Health Europe conference. The game sector is booming in the Utrecht region: many game companies call Utrecht home, and the game education programs at Utrecht University and the HKU University of the Arts Utrecht are known around the world.

The applied game sector is an important part of the Dutch game industry and therefore also for the Province of Utrecht. We see it as our role to convert societal challenges, such as affordability of care, into economic opportunities - and we recognise the opportunities that the applied game industry offers here. We can convert those opportunities into reality by working hand-in-hand with the business sector and with knowledge institutions to join products and services and to make lasting connections and spur productive collaborations among sectors such as the creative industries, life sciences and sustainability. This way, we can stimulate market participants to develop new products and services that make everyone's life healthier, smarter and greener.

A good example of this is the Growing Games program of the Economic Board of Utrecht. More than 25 companies, knowledge institutions and government bodies partnered in Growing Games to expand the Dutch applied games industry. It is crucial that we also cooperate on an international level to engender ever greater progress in this field. That is why we are so pleased to support Games for Health Europe, and we are thrilled that you are all here in Utrecht to discuss and share the latest innovations in the applied game industry.

I wish you a meaningful and enjoyable conference, and an excellent time in Utrecht.

Remco van Lunteren,
Vice-Governor, Province of Utrecht

4th **GAMES FOR HEALTH**

THIS ANNUAL CONFERENCE IS MADE POSSIBLE

EUROPE 2014

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CENTER FOR APPLIED GAMES



GAMES FOR HEALTH EUROPE



Here we are again, for the fourth time, but now graciously hosted by the province of Utrecht. Many things happened in the passing year in technology, healthcare and gaming. Wearable technology is becoming widespread, as we can see from Apple's recent inclusion of a smart watch in its portfolio. Virtual reality is making

a comeback as it seems, with Oculus Rift, Sony's Project Morpheus and others promising new and incredible ways to interact with synthetic worlds. A baby born to an HIV-positive mother is AIDS-free thanks to an innovative treatment. Keeping track of all the wonders the world has to offer becomes harder with each passing day.

For us it has also been a year of change, as Games for Health Europe now operates out of the shiny new offices of the Center for Applied Games, set in the old heart of Amsterdam. This place is a cooperation between private and public bodies and aims at promoting playfulness and applied games in a variety of ways. Setting it up has truly been a benchmark in growing recognition for health games.

The fact that a local government body is the principal supporter of the conference comes to no surprise for those familiar with the region. Utrecht was recently selected by the European Commission to be the most competitive out of the 271 queried EU regions, coming ahead of such place like Amsterdam, Stockholm and London areas. The rating, which included infrastructure and innovation, but also higher education institutions, comes to no surprise for those familiar with the



GAMES FOR HEALTH
EUROPE

region. Utrecht is home to one of the largest and most prestigious universities in Europe, which also supports the HKU University of the Arts Utrecht whose excellent game design track has contributed much to making the city a center for games and play. Start at the Neude square to find the Dutch Game Garden and the Dutch Game Association, hosting internationally recognized indie-staples such as Ronimo (Swords and Soldiers, Awesomnauts) and Vlambeer (Ridiculous Fishing, Luftrauser). Walk along the old canal to find at least four different stores for videogames, table-top games and role-playing games. Utrecht is also the home to the Growing Games initiative, which offers exciting opportunities for game companies and research to thrive here. You'll find their unique side program parallel to our own in the program book. This city is playful and knows it.

We are happy to present several peer-reviewed papers in this year's conference as well. Again, we are partnering up with Springer, one of the top academic publishers in the world, to bring you innovative and exciting research. You will find all the content that went through our rigorous peer-review process (whether talks or poster presentations) marked by a special green circle ● in your program materials. Building on the unique merger of industry and academia, our conference aims to create a long-lasting knowledge base that can be utilized by everybody. We wish to express a deep gratitude to Ben Schouten, Jeroen van Mastrigt and Marlies Schijven and the academic committee members for their hard work and dedication.

Have a great conference and good game!

On behalf of the Games for Health Europe team,

Jurriaan van Rijswijk
Chairman

Sandra van Rijswijk
Treasurer & Secretary



Access Point: KPN



WWW.GAMESFORHEALTHEUROPE.ORG



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SCHEDULE AT A GLANCE

OCT 27

SIDE PROGRAM

DAY 1

STATENZAAL

07:30 - 09:00

REGISTRATION & COFFEE

09:00 - 10:00

GAMES FOR HEALTH STATE OF THE ART

10:00 - 10:15

COFFEE BREAK & EXHIBITION

10:15 - 11:15

PLENARY OPENING

KEYNOTE SESSION

Rutger Engels, Trimbos Institute (NL)

11:15 - 12:15

PARALLEL SESSION [TRACK 1, ROUND TABLE]

TRACK 1 CHILDREN'S HEALTH

This track looks into games aimed predominately at children and youth, often involving additional challenges such as continuous motivation of the target audiences or strict regulation.

12:15 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 14:00

KEYNOTE SESSION

Daniel Dardani, MIT's Technology Licensing Office (US)

14:00 - 16:00

PARALLEL SESSION [TRACK 2, 3, 4]

14:00 - 15:00

TRACK 2 BEHAVIORAL CHANGE

Games offer immediate engagement and fun, but can they lead to a (lasting) behavioral change? This session aims to find out.

15:00 - 16:00

TRACK 4 MOVEMENT & FLOW

This track is all about the muscles! Various forms of movement are an important part of healthcare, and games – especially those with motion control sensors – excel at maintaining them.

16:00 - 16:15

TEA BREAK & EXHIBITION

16:15 - 17:15

KEYNOTE SESSION

Homero Rivas, Stanford University (US)

Bertalan Mesko, Webicina (HU)

17:15 - 18:30

DRINKS

SESSION ROOM 1

PAN-EUROPEAN ROUND TABLE

This roundtable brings together participants from several Games for Health affiliated organizations around Europe to discuss challenges and opportunities in this emerging sector.

TRACK 3 EMPOWERING GAMES

Switching the focus from the medical establishment to the patients, this track looks into how using games can empower, motivate and energize publics on small and large scales.

GAME JAM [ALL DAY]

GROWING GAMES PROGRAM

TRACK: CREATING NEW INSIGHTS

Knowledge transfer, for networks of e-health and e-care, chronic pain patients and disabled children, through online role-play simulation, augmented reality and mini games.

VIP TOURS + HEALTH GAME PITCHES

GROWING GAMES PROGRAM

TRACK: HEALTHY AGING

A kick off for the whitepaper 'Let's Play' and a panel discussion on applied games for healthy aging, to stimulate more development of games for elderly and to promote use of applied games by elderly organizations.

FOR MORE INFORMATION ABOUT THE SIDE PROGRAM SEE PAGE 38

SCHEDULE AT A GLANCE

OCT 28

SIDE

PROGRAM

DAY 2

STATENZAAL

07:30 - 09:00

REGISTRATION & COFFEE

09:00 - 10:00

KEYNOTE SESSION

Denise Silber, Basil Strategies/Doctors 2.0 (FR)
Lucien Engelen, Radboud REshape & Innovation Center, Radboudumc (NL)

10:00 - 10:15

COFFEE BREAK & EXHIBITION

10:15 - 12:15

PARALLEL SESSION [TRACK 5, 6, 7]

10:15 - 11:15

TRACK 5 EDUCATION & TRAINING

Games can elicit knowledge, both in the form of broader topics and as trainable skill-sets for practical matters. This track will delve into the matter through specific examples.

11:15 - 12:15

TRACK 7 ADHERENCE & SELF-EFFICACY

Using games to keep track and encourage own self-care is what this track is all about. From Quantified Self applications to therapy adherence – it's all here.

12:15 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 14:00

KEYNOTE SESSION

Robert Pratten, Conducttr (UK)

14:00 - 16:00

PARALLEL SESSION [TRACK 8, 9, 10]

14:00 - 15:00

TRACK 8 SILVER GAMES

Aging population is a recognizable and oft-spoken concern in developed countries' healthcare communities. Can games be used to combat growing costs and dwindling resources?

15:00 - 16:00

TRACK 10 GAME DESIGN

This track deals with issues of game design as a specialized case in applied games. Here, design faces additional challenges- promoting further the domain expertise of the game.

16:00 - 16:15

TEA BREAK & EXHIBITION

16:15 - 17:15

KEYNOTE SESSION & CLOSING

Zoran Popovic, University of Washington (US)
Amy Robinson, Eyewire, a project of Princeton (US)

17:15 - 18:30

DRINKS

SESSION ROOM 1

TRACK 6 BUSINESS OF GAMES

This track looks at games production from a variety of regulatory, legal and business case perspectives, thinking in broader terms than immediate design or technology concerns.

TRACK 9 PHD ON THE MOVE

[Trending Topics]

An experimental gathering for young career academics from different disciplines, briefly presenting their research and then discussing it with the chair of the session

GAME JAM [ALL DAY] + MEDWORQ

GROWING GAMES PROGRAM

MASTERCLASS: WE HAVE A GAME FOR THERAPY... NOW WHAT?

During this highly interactive MasterClass we will debate the design challenges of games for cognitive therapy with participants.

VIP TOURS + HEALTH GAME PITCHES

GROWING GAMES PROGRAM

TRACK: BRAIN & COGNITION

An interesting research on how the internal stress state of a brain can be manipulated in a controlled manner and the development of a cognitive training app for brain tumor patients

TRACK: VALIDATION

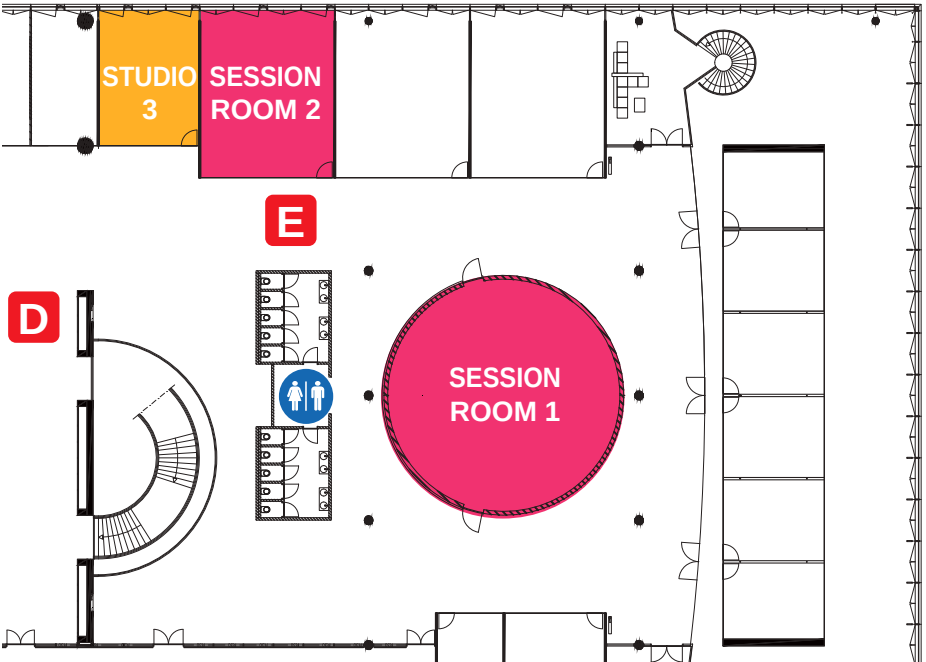
Validation is an important focal point of attention for applied games and in this session we explore the various initiatives and possible solutions with the participants.

FOR MORE INFORMATION ABOUT THE SIDE PROGRAM SEE PAGE 38

FLOOR PLAN



- | | |
|---|---|
| 1 SGI - Serious Games Institute UK | 7 DSSH - Dutch Society for Simulation in Healthcare |
| 2 Harimata | 8 Hilverzorg |
| 3 CZ | 9 IJsfontein |
| 4 Little Chicken | 10 Center for Applied Games |
| 5 Weirdbeard | 11 Growing Games |
| 6 Health Valley/Oost NV/ Sint Maartenskliniek | 12 Luminis |



GENERAL INFORMATION

GAMES FOR HEALTH EUROPE FOUNDATION

Reigerlaan 54 // 5702 PT // Helmond // The Netherlands // info@gfheu.org

CONGRESS ORGANIZER

For questions contact: Hannieta Beuving // hannieta@gfheu.org // +31 6 468 43 663. Organized by: EVENTS4 // www.events4.nl

CONFERENCE VENUE

Provinciehuis Utrecht // Archimedeslaan 6 // 3584 BA Utrecht // The Netherlands
Please use the 'Statenzaal' entrance - not the main entrance - follow the GFHEU signs.

HOW TO REACH THE PROVINCE HOUSE UTRECHT?

BY CAR

There are **NO PARKING** places at the Province House Utrecht.

The nearest car park is P+R De Uithof. For your navigation system: Utrecht; Universiteitsweg, crossing A28. Or: take the A28 exit 2 (Utrecht De Uithof) and follow the signs to P + R Uithof.

A combination ticket costs only € 5,-. This includes a full day of parking and public transport to and from the city centre for up to five persons. You can pay by credit or debit card (MasterCard / Maestro). P + R Uithof is open 24 hours a day, 7 days a week open.

Every 7 minutes a bus departs to the city centre of Utrecht. Take line 28 direction P+R De Uithof to Vleuterweide get off at bus stop Rijsweerd Noord and then it is a 3 minute walk to the Province House Utrecht. This will only take 10 minutes in total.

BY TRAIN

Stop trains and intercity trains have one thing in common all trains stop in Utrecht! No hassle with parking and within walking distance from the city center. Amsterdam and Schiphol Airport are just 30 minutes by train. Daily international trains from and to Brussels (2 hours), Cologne (2.5 hours) and Paris (3,5 hours). For more info, go to <http://www.ns.nl/en> or www.nshighspeed.nl.

From Schiphol to Utrecht

The easiest way to travel from Schiphol Airport to Utrecht Central station is by train. There is a direct service every 15 minutes and the travel time is 32 minutes. A one-way ticket costs around € 8,30.

BY BUS

From Utrecht Central Station take line 28, direction De Uithof P+R. Get off at bus stop Rijsweerd Noord and then it is only a 3 minute walk to the Province House Utrecht. This will only take 16 minutes in total. Plan your journey via: www.9292.nl/en#

TAXI UTRECHT

UTC, 24 hours a day, 7 days a week, www.utc.nl, +31 (0)30 2 300 400

HOTEL

Hotel Mitland // Ariënslaan 1 // 3573 PT Utrecht // The Netherlands // +31 (0)30 271 58 24

To/from the congress venue: by foot it takes around 15 minutes. By bus walk to bus stop Sartreweg and take line 30, direction De Uithof, get off at Rijsweerd Noord and then it is a 3 minute walk to the Province House Utrecht. This will only take 15 minutes in total.

TOURIST INFORMATION

www.visit-utrecht.com/en



..... = WALKING ROUTE

A = PROVINCE HOUSE UTRECHT

B = BUS STOP, RIJSWEERD NOORD

C = HOTEL MITLAND

ABOUT GFH EUROPE FOUNDATION

The Games for Health Europe Foundation (GFHEU) is the leading professional community in the field of applied health games in Europe, bringing together the best minds in game development and healthcare to advance game technologies that improve health and the delivery of healthcare. GFHEU is a non-profit organization that was founded by Jurriaan van Rijswijk and Sandra van Rijswijk-Boomsma in 2010. Games For Health Europe is sister conference to Games for Health that takes place annually in Boston for the past ten years. The target audience includes medical professionals, technology developers, business executives and other stakeholders in health and wellness.

ABOUT THE PROGRAM COMMITTEE

The wonderful people of the program committee have devoted their time and effort the past year to envisioning an impressive collection of topics. Because of their effort and dedication the topics and tracks reflect the most cutting edge themes in health and gaming.

WE WOULD LIKE TO GIVE SPECIAL THANKS TO:

THE MEMBERS OF OUR PROGRAM COMMITTEE

Ben Schouten	Lector Design for Games and Play at Amsterdam University of Applied Sciences, Expert Internet of Things by the European Commission, Professor at Eindhoven University, Faculty of Industrial Design Professor bij Eindhoven University of Technology (NL)
Jeroen van Mastrigt	Founding partner @ WLYW (WeLoveYourWork) (NL)
Marlies Schijven	Surgeon and Master in Health Sciences/Academic Medical Center of Amsterdam (NL)
Jurriaan van Rijswijk	Chairman Games for Health Europe Foundation (NL)

THE MEMBERS OF OUR ACADEMIC PROGRAM COMMITTEE AND PEER-REVIEWERS:

Albert Salah	Bogazici University(TR)
Alex Gekker	Utrecht University (NL)
Bart Brandenburg	Medicinfo (NL)
Ben Schouten	Eindhoven University of Technology (NL)
Berry Eggen	Eindhoven University of Technology (NL)
David Nieborg	Amsterdam University (NL)
Ellis Bartholomeus	Ellis in Wonderland (NL)
Erik van der Spek	Eindhoven University of Technology (NL)
Erinc Salor	Amsterdam University (NL)
Joris Dormans	Amsterdam University of Applied Sciences (NL)
Marcelo Vasconcellos	Oswaldo Cruz Foundation (BR)
Marlies Schijven	Academic Medical Center Amsterdam (NL)
Matthias Rauterberg	Eindhoven University of Technology (NL)
Mirjam Vosmeer	Amsterdam University of Applied Sciences (NL)
Rafael Bidarra	Delft University of Technology (NL)
Simon McCallum	Gjøvik University College (NO)
Stephanie Klein Nagelvoort-Schuit	Erasmus University Rotterdam (NL)
Vero Vanden Abeele	eMedia Lab, Group T - Leuven Engineering School CUO (BE)

THE GAMES FOR HEALTH CONFERENCE IS A WONDERFUL MIXTURE OF GAME DEVELOPERS, HEALTH CARE PROFESSIONALS AND TECHNOLOGY ENTHUSIASTS. ALL OF THEM UNITED BY A COMMON GOAL: CREATING FUN AND ENGAGING EXPERIENCES THAT IMPROVE HEALTH AND WELL-BEING

Nieuw

Cursus Serious Gaming voor zorgprofessionals

- Korte, intensieve cursus
- Eigen praktijkvraagstuk staat centraal
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- Start eind november

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THE International Healthcare Conference for Social Media, Mobile Apps, Serious Games, Connected Objects

Participants include:

- Healthcare and Tech Industries
- Healthcare Professionals
- Hospitals, Academia
- NGO and Government
- Payers

and of course:

- Patients and patient groups (free)



Cité Internationale Universitaire de Paris
PARIS, France - June 4-5, 2015

TEAM



Jurriaan van Rijswijk
Chair



Sandra van Rijswijk
Program Manager &
Treasurer



Hannieta Beuving
Conference Manager



Alex Gekker
Business Development
& Research



Rein Opbergen
Copywriter



Jeanet Walraven
Marketing & Press



Luca de Graaf
Assistant



GAMES FOR HEALTH
EUROPE

SCHEDULE

OCT 27

OCT 27

DAY 1

STATENZAAL

07:30 - 09:00

REGISTRATION & COFFEE

09:00 - 10:00

GAMES FOR HEALTH STATE OF THE ART

Ben Sawyer, Co Founder of Games for Health (US)

10:00 - 10:15

COFFEE BREAK & EXHIBITION

10:15 - 11:15

PLENARY OPENING

CONFERENCE HOST

John Harrison, Metis Cognition Ltd. (UK)

Remco van Lunteren, Province Utrecht (NL)

Jurriaan van Rijswijk, Chairman Games for Health Europe (NL)

KEYNOTE SESSION

Rutger Engels, Trimbos Institute (NL)

>> Developing games for emotional health of children and adolescents

11:15 - 12:15

PARALLEL SESSION [TRACK 1, ROUND TABLE]

TRACK 1 CHILDREN'S HEALTH

Moderated by Jeroen van Mastrigt (NL)

● **Ulrich Götz**, Zurich University of the Arts (CH)

>> Gabarelo v.1.0" and "Gabarelo v.2.0": Motivating rehabilitation games for robot-assisted children's locomotion therapy

Tom Langhorst, Fontys University of Applied Science (NL)

>> Development of a biofeedback cycling game for children with cerebral palsy

● **Marlou Poppelaars**, Radboud University Nijmegen /

Behavioural Science Institute (NL)

>> Bridging clinical science and video games for children's mental health

SESSION ROOM 1

PAN-EUROPEAN ROUND TABLE

Moderated by John Harrison (UK)

This roundtable brings together participants from several Games for Health affiliated organizations around Europe to discuss challenges and opportunities in this emerging sector.

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 46

● = ACADEMIC

SCHEDULE

OCT 27

OCT 27

DAY 1

STATENZAAL

TRACK 1 CHILDREN'S HEALTH

Pawel Jarmolkowicz, Harimata (PL)

>> Harimata Play. Care - Early care is finally child's play

12:15 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 14:00

KEYNOTE SESSION

Daniel Dardani, MIT's Technology Licensing Office (US)

>> Translating Research Findings into the Marketplace at MIT: the role of the university tech transfer office

14:00 - 16:00

PARALLEL SESSION [TRACK 2, 3, 4]

14:00 - 15:00

TRACK 2 BEHAVIORAL CHANGE

Moderated by Jeroen van Mastrigt (NL)

● **Mathea Falco**, Drug Strategies (US)

>> Tunnel Tail: A New Approach to Prevention

Aleksandar Stojanovic, Neon Bridges Consortium (DE)

>> Threatification. A dark side of games in health?

Jussi Holopainen, GEElab Europe, RMIT (DE)

>> Combining Behavioural Change Techniques and Playability Heuristics in Mobile Health Game Design

Agali Mert, Military Rehabilitation Center Aardenburg (NL)

>> Health itself is already a game

SESSION ROOM 1

TRACK 3 EMPOWERING GAMES

Moderated by Ben Schouten (NL)

Elena Bertozzi, Quinnipiac University (US)

>> Sex and Sexuality in Play: The Challenges of Building Games with Sensitive Topics

Brenda Wiederhold, Virtual Reality Medical Institute (BE)

>> Designing Apps to Empower Kids

Anne Maas, Máxima Medical Center (NL)

>> E-DES: the Eindhoven Diabetes Education Simulator

Leslie Harris & Hannah Keartland, Cancer Research UK (UK)

>> Harnessing the power of the crowd to beat cancer sooner

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 46

● = ACADEMIC

SCHEDULE

OCT 27

DAY 1

STATENZAAL

15:00 - 16:00

TRACK 4 MOVEMENT & FLOW

Moderated by Simon McCallum (NO)

James Norwood & Jorgen Jakob Friis, Lillebaelt Academy of Professional Higher Education / University of Southern Denmark (DK)

>> Sensor and motion based games: a rapid platform

● **Janienke Sturm & Wouter Sluis-Thiescheffer**, Fontys University of Applied Sciences (NL)

>> Meaningful Feedback at Opportune Moments: How persuasive feedback stimulates teenagers to move

Lena Hendlmeier, (NL)

>> The Portable Therapy Tool – A real-time sensorial embodiment of patient's kinesics and frame of mind

Joep Jansen, Rehabilitation Centre De Hoogstraat (NL)

>> Padwalk: Interactive Led Floor for Therapy

16:00 - 16:15

TEA BREAK & EXHIBITION

16:15 - 17:15

KEYNOTE SESSION

Homero Rivas, Stanford University (US)

>> Will David beat Goliath in Medical Innovation?

Bertalan Mesko, Webicina (HU)

>> The Guide to the Future of Medicine

17:15 - 18:30

DRINKS

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 46

● = ACADEMIC



WannaConnect?

Medworq is currently one of the Netherlands' largest medical publishers and the creator of several value-based healthcare concepts.

MEDWORQ HAS

- over 5 million visitors each year on different health based websites;
- several networks of highly skilled medical experts;
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- links to all healthcare insurance companies.

During Games for Health Europe we can help you create a free mini business-case, to facilitate your launch into Dutch healthcare market. Sign up now at www.medworq.nl/gfheu for an appointment on the 28th of October.

**You've got the game, we've got the network.
That's what we call 'connecting excellence'.**

You can find us at 28th october at Studio 2.



SCHEDULE

OCT 28

OCT 28

DAY 2

STATENZAAL

07:30 - 09:00

REGISTRATION & COFFEE

09:00 - 10:00

KEYNOTE SESSION

Denise Silber, Basil Strategies/Doctors 2.0 (FR)
>> The Explosion of Digital Health Tools

Lucien Engelen, Radboud REshape & Innovation Center,
Radboudumc (NL)
>> New colleagues ahead

10:00 - 10:15

COFFEE BREAK & EXHIBITION

10:15 - 12:15

PARALLEL SESSIONS [TRACK 5, 6, 7]

10:15 - 11:15

TRACK 5 EDUCATION & TRAINING

Moderate by Mirjam Vosmeer (NL)

● **Mary Dankbaar**, Erasmus University Medical Center Rotterdam (NL)
>> Gaming as a training tool for cognitive skills in Emergency Care: how effective is it?

● **Enrique Castro-Sánchez**, Imperial College London (UK)
>> "On call: antibiotics"- development and evaluation of a serious antimicrobial prescribing game for hospital care

Kate Carolan, Manchester Metropolitan University (UK)
>> SimFaction: A Case Study on Educational Software for Disease Education

Andrea Nijhuis & Ellis Bartholomeus, Dutch Kidney Foundation/ Ellis in Wonderland
>> Coach4Life: a playful approach for coping with chronic kidney disease

SESSION ROOM 1

TRACK 6 BUSINESS OF GAMES

Moderated by David Martz (US)

Miika Kajanus, Savonia University of Applied Sciences (FI)
>> Mobile Gaming and gamification in health care, functional capacity and rehabilitation

Tiina Arvola, Kuopio Innovation Ltd. (FI)
>> Games for Health Finland Experience

Federico Semeraro & Luca Marchetti, Italian Resuscitation Council /Studio Evil (IT)
>> Relive: a game to learn how to save lives

Stephanie Klein Nagelvoort-Schuit, Erasmus University Medical Center Rotterdam (NL)
>> abcdeSIM, from research to business, lessons learned

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 46

● = ACADEMIC

SCHEDULE

OCT 28

OCT 28

DAY 2

STATENZAAL

11:15 - 12:15

TRACK 7 ADHERENCE & SELF-EFFICACY

Moderated by Pamela M. Kato (UK)

Dimme van der Hout & Anka Nieuwhof,

MonkeyBizniz/University Medical Centre Utrecht (NL)

>> Defeating endbosses to achieve therapy adherence

David Martz, Muzzy Lane Software (US)

>> Clinical Trials to measure the efficacy of a 3D Game-Based Intervention

Ulrich Schulze Althoff, Kaasa health (DE)

>> Motivation in Health Games

Ruslan Savitskij, Happy Nation (SE)

>> Web/mobile based program for prevention and treatment of psychological disturbances and diseases

12:15 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 14:00

KEYNOTE SESSION

Robert Pratten, Conducttr (UK)

>> Imaginary Worlds for Better Living

14:00 - 16:00

PARALLEL SESSIONS [TRACK 8, 9, 10]

14:00 - 15:00

TRACK 8 SILVER GAMES

Moderated by Micah Hrehovcsik (NL)

Hiroyuki Matsuguma & Fumitada Hattori,

Kyushu University / Nagao Hospital (JP)

>> A year-long verification results of a stand-up exercise and balance game

● **Emmanuel Tseklevs,** Lancaster University (UK)

>> Active Parks: Phygital urban games for sedentary and older people

SESSION ROOM 1

TRACK 9 PHD ON THE MOVE [Trending Topics]

Moderated by Marlies Schijven (NL)

Maurits Graafland, Academic Medical Center Amsterdam (NL)

>> Serious Games in Surgical Education

Elke Schoneveld, RBehavioural Science Institute, Radboud University Nijmegen (NL)

>> The other 40%: Video games as children's mental health

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 46

● = ACADEMIC

DAY 2

STATENZAAL

TRACK 8 SILVER GAMES

Michiel Claessen, University Medical Centre Utrecht / Utrecht University / Rehabilitation Centre De Hoogstraat (NL)
 >> Virtual reality training for stroke patients with navigation impairment

● **Stefania Pazzi**, CBIM (IT)
 >> Smart Aging, a Serious Games platform for early diagnosis of mild cognitive impairments

15:00 - 16:00

TRACK 10 GAME DESIGN

Moderated by Ben Schouten (NL)

● **Menno Deen & Evelyn Heynen**, Fontys University of Applied Sciences/University of Amsterdam & Mondriaan (NL)
 >> Games [4Therapy] Project: Let's talk!

● **Amber Choo**, Simon Fraser University (CA)
 >> Virtual Reality and Mobius Floe: Cognitive Distraction as Non-Pharmacological Analgesic for Pain Management

● **Micah Hrehovcsik**, HKU University of the Arts Utrecht (NL)
 >> Serious Game Classification for Game Designers

Evert Hoogendoorn, IJsfontein (NL)
 >> Lessons learned from developing (therapy) adherence games

16:00 - 16:15

TEA BREAK & EXHIBITION

16:15 - 17:15

KEYNOTE SESSION & CLOSING

Zoran Popovic, University of Washington (US)
 >> Finding cures for diseases with game-developed experts

Amy Robinson, Eyewire, a project of Princeton (US)
 >> Can Gaming Revolutionize Neuroscience?

17:15 - 18:30

DRINKS

SESSION ROOM 1

TRACK 9 PHD ON THE MOVE [Trending Topics]

Teun Albers, Radboudumc (NL)
 >> An innovative self-monitor for cognitive functioning

Bernadette de Bakker, Academic Medical Center Amsterdam (NL)
 >> Exploring the first phases of life - The 3D embryology serious game

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 46

● = ACADEMIC

POSTER SESSION

DISCOVER INTERESTING VISIONS AT THE POSTER SESSION

OCT 27 +28 // 12:15 - 13:30 // GAME LANE

The poster session is our way to expand Games For Health Europe's growing content offer. No matter how much we want to accommodate all those who submit to present at the conference, this is simply not impossible. Therefore, we reserve a space and several time-slots for those who wish to present their work during the poster sessions. Building on the popular academic concept, the posters will hang in a designated area, allowing attendees to browse, with each poster presenting health-games related research, concept or prototype. The person(s) behind the poster will stand by their creations during the sessions, and we encourage attendees to approach them, ask questions, offer new partnerships and engage in any other form necessary. Think of it as mingling with visuals aids.

NR.	PRESENTER	POSTER PRESENTATION
1.	● Angela Schuurmans Pluryn (NL)	"Dojo": A Videogame Intervention for Anxious-Aggressive Adolescents
2.	● Anna Lisa Martin University of Zurich	Player-centred Design Model for psychophysiological adaptive Exergame Fitness Training for Children
3.	● Baihua Li Manchester Metropolitan University (UK)	Development of Exergame-based Virtual Trainer for Physical Therapy using Kinect
4.	Caroline Howes Memory Lane Games (UK)	Unforgettable - Games and Dementia
5.	● Dick Davies Ambient Performance (UK)	Patients Should Not Be Passive! Creating and Managing Active Virtual Patients in Virtual Clinical Environments

NR.	PRESENTER	POSTER PRESENTATION
6.	● Elke Schoneveld & Geert Verheijen Behavioural Science Institute, Radboud University Nijmegen (NL)	The bridge between clinical science and video games: A RCT testing the prevention effect of a science-based video game on anxiety in children
7.	● Hannah R. Marston German Sport University Cologne (DE)	Digital Game Aesthetics of the iStoppFalls Exergame
8.	● Hanneke Scholten Behavioural Science Institute, Radboud University Nijmegen (NL)	A randomized controlled trial to test the effectiveness of an immersive 3D video game in preventing anxiety
9.	● Janienke Sturm Eindhoven University of Technology (NL)	World of Dalyn – a Kinect game to train motor abilities and social skills of children with dyspraxia
10.	● Jeana Frost VU University Amsterdam (NL)	The Effect of Social Sharing Games and Game Performance on Motivation to Play Brain Games
11.	Joep Janssen Rehabilitation Centre De Hoogstraat (NL)	DJ Fiero: an individualized real time intervention rehabilitation game
12.	Joep Janssen Rehabilitation Centre De Hoogstraat (NL)	Padwalk: Interactive Led Floor for Therapy
13.	● Katinka van der Kooij Delft University of Technology (NL)	Changamoto: design and evaluation of a therapy adherence game

FOR MORE INFORMATION ON THE POSTER PRESENTERS SEE PAGE 68

● = ACADEMIC

Invest :: Utrecht

Game capital of Europe



- Creativity meets Business
- Hub for game development, -education and events
- Dutch Game Garden: Game Incubator and Business Center
- Home to IGF nominees and game award winners
- Hotspot for young talent, startups and thriving businesses
- Gateway to European markets
- Excellent knowledge transfer and collaboration opportunities



Invest Utrecht can assist you in every way when initiating or expanding your international business in Europe. We help you select the best real estate from our top business facilities, we introduce you to potential partners & networks and we offer advice on incentives, permits, tax & legal matters. We offer on-going support to help foreign-owned enterprises thrive. The best part: all our services are free of charge, confidential and tailor-made to your needs.

Information & contact: Liza Groeneveld ■ +31621124582 ■ liza@investutrecht.com ■ www.investutrecht.com

NR.	PRESENTER	POSTER PRESENTATION
14.	● Malypoeur Plong University of Leuven (BE)	Requirements for an Architecture of a Generic Health Game Data Management System
15.	● Marlou Poppelaars Behavioural Science Institute, Radboud University Nijmegen (NL)	A randomized controlled trial comparing school-based and computerized selective depression prevention programs with adolescent girls
16.	Marthyn Olthof Defacto (NL)	LerenDoser.nl Helping Medical Professionals Calculate
17.	Teija Ravelin Kajaani University of Applied Science (FI)	Combining Knowledge of Different Schools in the Area of Health Games
18.	● Vero Vanden Abeele KU Leuven, e-Media Lab (BE)	Requirements for an Architecture of a Generic Health Game Data Management System
19.	Fares Kayali University of Applied Arts Vienna (AT)	Using Explorative Design to Develop Health Game Concepts
20.	Barbara Plovie Howest University College of West Flanders (BE)	Evidence Based Game Design: 'Bridging the gap between Game Industry and Healthcare'

FOR MORE INFORMATION ON THE POSTER PRESENTERS SEE PAGE 68

● = ACADEMIC

SCHEDULE

SIDE PROGRAM

OCT 26

12:00 - 18:00		TUTORIAL BEN SAWYER On recent developments in the serious and health game development world.
18:00 - 21:00	Province House Utrecht	ICE BREAK PARTY Meet our keynotes, speakers, crew and crowd while enjoying a drink.

OCT 27

10:00 - 17:15	GAME LANE	GAMES [4HEALTH] JAM 5 teams present the games they made during a 48-hour long game creation competition.
11:15 - 12:15	SESSION ROOM 2	GROWING GAMES PROGRAM TRACK: CREATING NEW INSIGHTS
12:30 - 13:00	SESSION ROOM 2	HEALTH GAME PITCHES @ LUNCH-TIME
12:30 - 13:30	REGISTRATION DESK	VIP TOURS // The Chamber of Commerce The VIP tours will take place during lunch for small groups (max 10 per group). Reservation is not required. Meeting point is the registration desk.
12:30 - 13:00	TOUR 1	
13:00 - 13:30	TOUR 2	
15:00 - 16:00	SESSION ROOM 2	GROWING GAMES PROGRAM TRACK: HEALTHY AGING

OCT 28

10:00 - 17:15	GAME LANE	GAMES [4HEALTH] JAM 5 teams present the games they made during a 48-hour long game creation competition.
10:00 - 17:15	STUDIO 2	MEDWORQ
11:15 - 12:15	SESSION ROOM 2	GROWING GAMES PROGRAM MASTERCLASS: WE HAVE A GAME FOR THERAPY... NOW WHAT?
12:30 - 13:00	SESSION ROOM 2	HEALTH GAME PITCHES @ LUNCH-TIME
12:30 - 13:30	REGISTRATION DESK	VIP TOURS // The Chamber of Commerce The VIP tours will take place during lunch for small groups (max 10 per group). Reservation is not required. Meeting point is the registration desk.
12:30 - 13:00	TOUR 1	
13:00 - 13:30	TOUR 2	
14:00 - 15:00	SESSION ROOM 2	GROWING GAMES PROGRAM TRACK: BRAIN & COGNITION
15:00 - 16:00	SESSION ROOM 2	GROWING GAMES PROGRAM TRACK: VALIDATION

TUTORIAL BEN SAWYER

RECENT DEVELOPMENTS IN THE SERIOUS & HEALTH GAME DEVELOPMENT WORLD

OCT 26 // 12:00 - 18:00

REGISTRATION REQUIRED

One of the problems with serious games is a lack of easy-to-follow design and production advice that isn't too general (make it fun!) or too specific to a particular market or topic. This is further compounded by many speakers who confuse key derivatives of serious games such as virtual worlds, gamification, and simulation so that attendees are often more confused than they were at the beginning.

Drawing on over a decade of work developing games for education, health, corporate training, advertising and more, Ben Sawyer, presents a half day tutorial designed to provide both novices and experienced serious game developers and commissioners a common set of approaches for designing and producing serious game projects regardless of specific target.

Over the course of six hours the tutorial covers a set of basics that encapsulate core game development principles while extending them to the unique circumstances common to non-entertainment projects. By focusing heavily on games, and not simulations, or other derivatives, the tutorial focuses on the opportunities that can be extracted from true video and computer game design systems and not just their technologies and talent bases.

The planned schedule for the tutorial starts with some basics, but quickly gets into the specifics of planning, designing, and producing a finished effort.

TIME SCHEDULE

12:00	Starting Time with Lunch and Networking	15:15	Budgets, Schedules, Workflow
12:30	Opening Remarks and Introduction to Afternoon	16:00	BREAK
13:00	A Quick Look at the Basics of Serious Games	16:15	A Case Study : PlayForward: Elm City Stories
13:45	BREAK	17:00	BREAK
14:00	Scoping & Design Techniques	17:15	Markets & Insights : Where Opportunity Exists in Serious Games
15:00	BREAK	18:00	END

GAMES [4HEALTH] JAM

IT'S MENTAL

OCT 27+28 // 10:00 - 17:15 // GAME LANE



The annual Games [4Health] Jam brought game developers to an unusual place (again): the mental health institute in Eindhoven (GGZe). Jammers explored how games can incite debates about tough issues and could contribute to therapy compliance. It's Mental, and the games presented sure are!

WWW.GAMESJAM.NL

GAME	DESCRIPTION	MAKERS
Two Can	Share your legs and arms with others while playing a game while holding a pillow how physically comfortable are you with your partner? This games is a safe exploration in intimacy.	Joël Vegt, Ferdie Jonkers
Sheep Herder	Learn to collaborate with one another in this herding game. Sheep Herder explores how communication and coordination can be elicited through means of a game.	Berry Hermans, Martijn Prins, Robin Fokker, Joeri Ees
G5Alyze	Learn how to 'take a step back' and analyze emotional events. What did you feel? How did you respond? And, what are the possible results of your actions.	Joël van Huijkelom , Casper Linschooten, Jeffrey van Zantvliet, Bjorn Wouters, Marissa Intveld
Angst-O-Gram	After reading a bedtime story, children can map the feelings of the fictional character. One prominent feeling is fear. How do all the feelings connect? Find out in this game	Arnold de Roij, José Abbad, Bas Grinsven, Nick de Kesel, Frank van den Berg
StoryLine & TalkCards	Talking about traumatic experiences can be tough. This collection of games try to lower clients' barriers to talk about tough issues.	Merlijn van den Akker, Sjoerd van den Broek, Rick Voermans

GROWING GAMES PROGRAM

Growing Games is a stimulation program to enlarge and empower the applied gaming business in the Netherlands. Over 25 partners already joined forces in order to invest in applied gaming for health care and education. The program is an initiative of the Economic Board Utrecht and iMMovator.

OCT 27

11.15 - 12.30 **TRACK: CREATING NEW INSIGHTS**

Moderated by Willempje Vrins (NL)

Knowledge transfer, for networks of e-health and e-care, chronic pain patients and disabled children, through online role-play simulation, augmented reality and mini games

Kees van Haaster, HU University of Applied Sciences Utrecht (NL)
>> Knowledge Transfer

Harriet Wittink, HU University of Applied Sciences Utrecht (NL)
>> Knowledge Transfer for patients with chronic pain

Erik Mooij, HU University of Applied Sciences Utrecht (NL)
>> Students turn Wheelchairs into Game Controllers

15.00 - 16.00 **TRACK: HEALTHY AGING**

Moderated by Willempje Vrins (NL)

A kick off for the whitepaper 'Let's Play' and a panel discussion on applied games for healthy aging, to stimulate more development of games for elderly and to promote use of applied games by elderly organizations.

The panelists are:

Monique Simons, TNO (NL)

Rose Marie Droes, VU University Medical Center (NL)

Ellis Bartholomeus, Ellis in Wonderland (NL)

Jos Geeskens, Carintreggeland (NL)

Ronald Valk, HilverZorg (NL)

Dirk-Jan Veenstra, ZuidOostZorg (NL)

Tom Frissen, Qwiek (NL)

Jaap Gerretsen, QLVR (NL)

OCT 28

11.15-12.15 **MASTERCLASS: WE HAVE A GAME FOR THERAPY... NOW WHAT?**

Moderated by Willempje Vrins (NL)

During this highly interactive MasterClass we will debate the design challenges of games for cognitive therapy with participants.

Menno Deen, Fontys University of Applied Sciences (NL) & **Karel Millenaar**, Amsterdam University of Applied Sciences (NL) & **Frank Lips**, De Rading (NL)

14.00-15.00 **TRACK: BRAIN & COGNITION**

Moderated by Willempje Vrins (NL)

An interesting research on how the internal stress state of a brain can be manipulated in a controlled manner and the development of a cognitive training app for brain tumor patients

Benny van der Vijgh, Utrecht University / University Medical Centre Utrecht (NL)

>> Game-based stress manipulation

Petra Hoogendoorn, Your Years (NL)

>> Remind a cognitive training app and game for brain tumor patients, lessons learned: opportunities and obstacles

15:00 - 16:00 **TRACK: VALIDATION**

Moderated by Willempje Vrins (NL)

Validation is an important focal point of attention for applied games and in this session we explore the various initiatives and possible solutions with the participants.

Christiaan van den Berg & **Maartje Bakhuis Roozeboom**, TNO (NL) & **Alma Schaafstal**, Dutch Society for Simulation in Healthcare (NL)

>> Validation of Applied Games

Willem Jan Renger, HKU University of the Arts Utrecht (NL)

>> Validation comes in flavours



HEALTH GAME PITCHES

@ LUNCHTIME

OCT 27+28 // 12:30 - 13:00 // SESSION ROOM 2

This year we felt we needed to demonstrate as many functional products as possible so we've opened up the stage at lunchtime. Companies, startups, Healthcare institutions and professionals are given the opportunity to have a slightly enriched version of an elevator pitch. 3 minutes each, max 3 slides. Short and inspiring "power pitches".

VIP TOURS

TOUR AROUND THE GFHEU EXHIBITION!

OCT 27 + 28 // 12:30 – 13:30 // LUNCH BREAK // REGISTRATION DESK

The Chamber of Commerce invites you to take a tour around the Games for Health Europe exhibition to meet creative and inspiring applied game companies that will show you their most recent innovations.

Come with us for lively discussions with these innovative companies and discover opportunities and solutions! The VIP tours will take place during lunch for two small groups (max 10 per group).

The VIP tour will start at 12:30 hrs. and at 13:00 hrs. (duration approximately 30 minutes.) Reservation is not required. Meeting point is the registration desk.

MEDWORQ

OCT 28 // 10:00 – 17:15// STUDIO 2
REGISTRATION REQUIRED

During Games for Health Europe we can help you to create a free mini business-case, to facilitate your launch into Dutch healthcare market. Sign up now at www.medworq.nl/gfheu for an appointment on OCT 28.

KEYNOTES/ MODERATORS/ SPEAKERS



Agali Mert
Military Rehabilitation Center Aardenburg (NL)

TRACK 2 // **BEHAVIORAL CHANGE**
Health itself is already a game

NOTES



Aleksandar Stojanovic
Neon Bridges Consortium (DE)

TRACK 2 // **BEHAVIORAL CHANGE**
Threatification. A dark side of games in health?

NOTES



Amber Choo
Simon Fraser University (CA)

TRACK 10 // **GAME DESIGN**
Virtual Reality and Mobius Floe: Cognitive Distraction as Non-Pharmacological Analgesic for Pain Management

NOTES



Amy Robinson
Eyewire, a project of Princeton (US)

KEYNOTE
Can Gaming Revolutionize Neuroscience?

NOTES

KEYNOTE



Andrea Nijhuis
Dutch Kidney Foundation (NL)

TRACK 5 // **EDUCATION & TRAINING**
Coach4Life: a playful approach for coping with chronic kidney disease

NOTES



Anka Nieuwhof
University Medical Centre Utrecht (NL)

TRACK 7 // **ADHERENCE & SELF-EFFICACY**
Defeating endbosses to achieve therapy adherence

NOTES



Anne Maas
Máxima Medical Center (NL)

TRACK 3 // **EMPOWERING GAMES**
E-DES: the Eindhoven Diabetes Education Simulator

NOTES



Ben Sawyer
Co Founder of Games for Health (US)

TUTORIAL SUNDAY 26 OCT 2014
GAMES FOR HEALTH STATE OF THE ART

NOTES



Ben Schouten
Lector Design for Games and Play at Amsterdam
University of Applied Sciences (NL)

MODERATOR
TRACK 3 // **EMPOWERING GAMES**
TRACK 10 // **GAME DESIGN**

NOTES



Bernadette de Bakker
Academic Medical Center Amsterdam (NL)

TRACK 9 // **PHD ON THE MOVE [Trending Topics]**
Exploring the first phases of life - The 3D embryology
serious game

NOTES



Bertalan Mesko
Webicina (HU)

KEYNOTE
The Guide to the Future of Medicine

NOTES

KEYNOTE



Brenda Wiederhold
Virtual Reality Medical Institute (BE)

TRACK 3 // **EMPOWERING GAMES**
Designing Apps to Empower Kids

NOTES



Daniel Dardani
MIT's Technology Licensing Office (US)

KEYNOTE
Translating Research Findings into the Marketplace at MIT: the role of the university tech transfer office

NOTES



David Martz
Muzzy Lane Software (US)

TRACK 7 // **ADHERENCE & SELF-EFFICACY**
Clinical Trials to measure the efficacy of a 3D Game-Based Intervention

MODERATOR
TRACK 6 // **BUSINESS OF GAMES**

NOTES



Denise Silber
Basil Strategies/Doctors 2.0 (FR)

KEYNOTE
The Explosion of Digital Health Tools

NOTES



Dimme v van der Hout
MonkeyBizniz (NL)

TRACK 7 // **ADHERENCE & SELF-EFFICACY**
Defeating endbosses to achieve therapy adherence

NOTES



Elena Bertozzi
Quinnipiac University (US)

TRACK 3 // **EMPOWERING GAMES**
Sex and Sexuality in Play: The Challenges of Building Games with Sensitive Topics

NOTES



Elke Schoneveld

Behavioural Science Institute, Radboud University Nijmegen (NL)

TRACK 9 // **PHD ON THE MOVE** [Trending Topics]
The other 40%: Video games as children's mental health intervention

NOTES



Ellis Bartholomeus

Ellis in Wonderland (NL)

TRACK 5 // **EDUCATION & TRAINING**
Coach4Life: a playful approach for coping with chronic kidney disease

NOTES



Emmanuel Tsekleves

Lancaster University (UK)

TRACK 8 // **SILVER GAMES**
Active Parks: Phygital urban games for sedentary and older people

NOTES



Enrique Castro-Sánchez

Imperial College London (UK)

TRACK 5 // **EDUCATION & TRAINING**
"On call: antibiotics"- development and evaluation of a serious antimicrobial prescribing game for hospital care

NOTES



Evelyn Heynen

Mondriaan/University of Amsterdam (NL)

TRACK 10 // **GAME DESIGN**
Games [4Therapy] Project: Let's talk!

NOTES



Evert Hoogendoorn

IJsfontein (NL)

TRACK 10 // **GAME DESIGN**
Lessons learned from making (therapy) adherence games

NOTES



Federico Semeraro
Italian Resuscitation Council (IT)

TRACK 6 // **BUSINESS OF GAMES**
Relive: a game to learn how to save lives

NOTES



Fumitada Hattori
Nagao Hospital (JP)

TRACK 8 // **SILVER GAMES**
A year-long verification results of a stand-up exercise and balance game

NOTES



Hannah Keartland
Cancer Research UK (UK)

TRACK 3 // **EMPOWERING GAMES**
Harnessing the power of the crowd to beat cancer sooner

NOTES



Hiroyuki Matsuguma
Kyushu University (JP)

TRACK 8 // **SILVER GAMES**
A year-long verification results of a stand-up exercise and balance game

NOTES



Homero Rivas
Stanford University (US)

KEYNOTE
Will David beat Goliath in Medical Innovation?

KEYNOTE

NOTES



James Norwood
Lillebaelt Academy of Professional Higher Education (DK)

TRACK 4 // **MOVEMENT & FLOW**
Sensor and motion based games: a rapid platform

NOTES



Janienke Strum
Fontys University of Applied Sciences (NL)

TRACK 4 // **MOVEMENT & FLOW**
Meaningful Feedback at Opportune Moments: How persuasive feedback stimulates teenagers to move

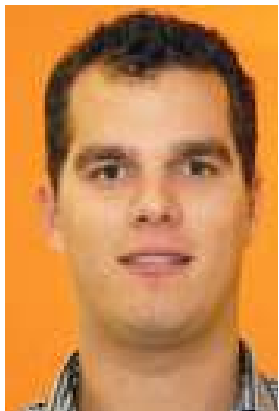
NOTES



Jeroen van Maastrigt
WeLoveYourWork (NL)

MODERATOR
TRACK 1 // **CHILDREN'S HEALTH**
TRACK 2 // **BEHAVIORAL CHANGE**

NOTES



Joep Jansen
Rehabilitation Centre De Hoogstraat (NL)

TRACK 4 // **MOVEMENT & FLOW**
Padwalk: Interactive Led Floor for Therapy

NOTES



John Harrison
Metis Cognition Ltd. (UK)

CONFERENCE HOST

MODERATOR
PAN-EUROPEAN ROUND TABLE

NOTES

CONFERENCE HOST



Jørgen Jakob Friis
University of Southern Denmark (DK)

TRACK 4 // **MOVEMENT & FLOW**
Sensor and motion based games: a rapid platform

NOTES



Jussi Holopainen
GEElab Europe, RMIT (DE)

TRACK 2 // **BEHAVIORAL CHANGE**
Combining Behavioural Change Techniques and Playability Heuristics in Mobile Health Game Design

NOTES



Kate Carolan
Manchester Metropolitan University (UK)

TRACK 5 // **EDUCATION & TRAINING**
SimFection: A Case Study on Educational Software for Disease Education

NOTES



Lena Hendlmeier
(NL)

TRACK 4 // **MOVEMENT & FLOW**
The Portable Therapy Tool – A real-time sensorial embodiment of patient's kinesics and frame of mind

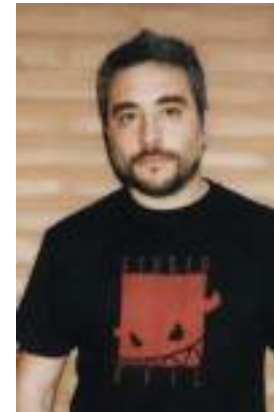
NOTES



Leslie Harris
Cancer Research UK (UK)

TRACK 3 // **EMPOWERING GAMES**
Harnessing the power of the crowd to beat cancer sooner

NOTES



Luca Marchetti
Studio Evil (IT)

TRACK 6 // **BUSINESS OF GAMES**
Relive: a game to learn how to save lives

NOTES



Lucien Engelen
Radboud RShape & Innovation Center, Radboud University Nijmegen Medical Centre (NL)

KEYNOTE
New colleagues ahead

NOTES

KEYNOTE



Marlies Schijven
Surgeon and Master in Health Sciences/ Academic Medical Center of Amsterdam (NL)

MODERATOR
TRACK 9 // **PHD ON THE MOVE** [Trending Topics]

NOTES



Marlou Poppelaars

Behavioural Science Institute, Radboud University
Nijmegen (NL)

TRACK 1 // **CHILDREN'S HEALTH**

Bridging clinical science and video games for children's
mental health

NOTES



Mary Dankbaar

Erasmus University Medical Center Rotterdam (NL)

TRACK 5 // **EDUCATION & TRAINING**

Gaming as a training tool for cognitive skills in
Emergency Care: how effective is it?

NOTES



Mathea Falco

Drug Strategies (US)

TRACK 2 // **BEHAVIORAL CHANGE**

Tunnel Tail: A New Approach to Prevention

NOTES



Maurits Graafland

Academic Medical Center Amsterdam (NL)

TRACK 9 // **PHD ON THE MOVE [Trending Topics]**

Serious Games in Surgical Education

NOTES



Menno Deen

Fontys University of Applied Sciences (NL)

TRACK 10 // **GAME DESIGN**

Games [4Therapy] Project: Let's talk!

NOTES



Micah Hrehovcsik

HKU University of the Arts Utrecht (NL)

TRACK 10 // **GAME DESIGN**

Serious Game Classification for Game Designers

MODERATOR

TRACK 8 // **SILVER GAMES**

NOTES



Michiel Claessen

University Medical Centre Utrecht / Utrecht University /
Rehabilitation Centre De Hoogstraat (NL)

TRACK 8 // **SILVER GAMES**

Virtual reality training for stroke patients with navigation
impairment

NOTES



Miika Kajanus

Savonia University of Applied Sciences (FI)

TRACK 6 // **BUSINESS OF GAMES**

Mobile gaming and gamification in health care,
functional capacity and rehabilitation

NOTES



Mirjam Vosmeer

Amsterdam University of Applied Sciences (NL)

MODERATOR

TRACK 5 // **EDUCATION & TRAINING**

NOTES



Pamela M. Kato

Coventry University (UK)

MODERATOR

TRACK 7 // **ADHERENCE AND SELF-EFFICACY**

NOTES



Pawel Jarmolkowicz

Harimata (PL)

TRACK 1 // **CHILDREN'S HEALTH**

Harimata Play. Care - Early care is finally child's play

NOTES



Robert Pratten

Conducttr (UK)

KEYNOTE

Imaginary Worlds for Better Living

NOTES

KEYNOTE



Ruslan Savitskij
Happy Nation (SE)

TRACK 7 // **ADHERENCE & SELF-EFFICACY**
Web/mobile based program for prevention and treatment of psychological disturbances and diseases

NOTES



Rutger Engels
Trimbos Institute (NL)

KEYNOTE
Developing games for emotional health of children and adolescents

NOTES

KEYNOTE



Simon McCallum
Gjøvik University College (NO)

MODERATOR
TRACK 4 // **MOVEMENT & FLOW**

NOTES



Stefania Pazzi
CBIM (IT)

TRACK 8 // **SILVER GAMES**
Smart Aging, a Serious Games platform for early diagnosis of mild cognitive impairments

NOTES



Stephanie Klein Nagelvoort-Schuit
Erasmus University Medical Center Rotterdam (NL)

TRACK 6 // **BUSINESS OF GAMES**
abcdeSIM, from research to business, lessons learned

NOTES



Teun Aalbers
Radboudumc (NL)

TRACK 9 // **PHD ON THE MOVE [Trending Topics]**
An innovative self-monitor for cognitive functioning

NOTES



Tiina Arvola

Kuopio Innovation Ltd. (FI)

TRACK 6 // **BUSINESS OF GAMES**

Games for Health Finland Experience

NOTES



Tom Langhorst

Fontys University of Applied Science (NL)

TRACK 1 // **CHILDREN'S HEALTH**

Development of a biofeedback cycling game for children with cerebral palsy

NOTES



Ulrich Götz

Zurich University of the Arts (CH)

TRACK 1 // **CHILDREN'S HEALTH**

"Gabarell v.1.0" and "Gabarell v.2.0": Motivating rehabilitation games for robot-assisted children's locomotion therapy

NOTES



Ulrich Schulze Althoff

Kaasa health (DE)

TRACK 7 // **ADHERENCE & SELF-EFFICACY**

Motivation in Health Games

NOTES



Wouter Sluis-Thiescheffer

Fontys University of Applied Sciences (NL)

TRACK 4 // **MOVEMENT & FLOW**

Meaningful Feedback at Opportune Moments: How persuasive feedback stimulates teenagers to move

NOTES



Zoran Popovic

University of Washington (US)

KEYNOTE

Finding cures for diseases with game-developed experts

NOTES

KEYNOTE

POSTER PRESENTERS



POSTER 1

Angela Schuurmans

Pluryn (NL)

"Dojo": A Videogame Intervention for Anxious-Aggressive Adolescents

NOTES



POSTER 2

Anna Lisa Martin

University of Zurich (CH)

Player-centred Design Model for psycho-physiological adaptive Exergame Fitness Training for Children

NOTES



POSTER 3

Baihua Li

Manchester Metropolitan University (UK)

Development of Exergame-based Virtual Trainer for Physical Therapy using Kinect

NOTES



POSTER 20

Barbara Plovie

HOWEST University College of West Flanders (BE)

Evidence Based Game Design: 'Bridging the gap between Game Industry and Healthcare'

NOTES



POSTER 4

Caroline Howes

Memory Lane Games (UK)

Unforgettable - Games and Dementia

NOTES



POSTER 5

Dick Davies

Ambient Performance (UK)

Patients Should Not Be Passive! Creating and Managing Active Virtual Patients in Virtual Clinical Environments

NOTES



POSTER 6

Elke Schoneveld

Behavioural Science Institute, Radboud University Nijmegen (NL)

The bridge between clinical science and video games: A RCT testing the prevention effect of a science-based video game on anxiety in children

NOTES



POSTER 19

Fares Kayali

University of Applied Arts Vienna (AT)

Using Explorative Design to Develop Health Game Concepts

NOTES

**Geert Verheijen**

Behavioural Science Institute, Radboud University Nijmegen (NL)

The bridge between clinical science and video games: A RCT testing the prevention effect of a science-based video game on anxiety in children

NOTES

POSTER 6

**Hannah R. Marston**

German Sport University Cologne (DE)

Digital Game Aesthetics of the iStoppFalls Exergame

NOTES

POSTER 7

**Hanneke Scholten**

Behavioural Science Institute, Radboud University Nijmegen (NL)

A randomized controlled trial to test the effectiveness of an immersive 3D video game in preventing anxiety

NOTES

POSTER 8

**Janienke Sturm**

Eindhoven University of Technology (NL)

World of Dalyn – a Kinect game to train motor abilities and social skills of children with dyspraxia

NOTES

POSTER 9

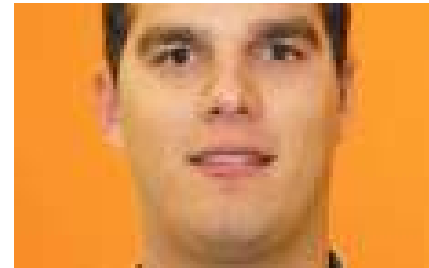
**Jeana Frost**

VU University Amsterdam (NL)

The Effect of Social Sharing Games and Game Performance on Motivation to Play Brain Games

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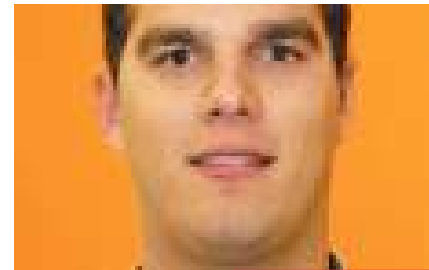
**Joep Janssen**

Rehabilitation Centre De Hoogstraat (NL)

DJ Fiero: an individualized real time intervention rehabilitation game

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**Joep Janssen**

Rehabilitation Centre De Hoogstraat (NL)

Padwalk: Interactive Led Floor for Therapy

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**Katinka van der Kooij**

Delft University of Technology (NL)

Changamoto: design and evaluation of a therapy adherence game

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POSTER 13



POSTER 14

Malypoeur Plong

University of Leuven (BE)

Requirements for an Architecture of a Generic Health Game Data Management System

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POSTER 15

Marlou Poppelaars

Behavioural Science Institute, Radboud University Nijmegen (NL)

A randomized controlled trial comparing school-based and computerized selective depression prevention programs with adolescent girls

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Marthyn Olthof

Defacto (NL)

LerenDoser.nl Helping Medical Professionals Calculate

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POSTER 17

Teija Ravelin

Kajaani University of Applied Science (FI)

Combining Knowledge of Different Schools in the Area of Health Games

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POSTER 18

Vero Vanden Abeele

KU Leuven, e-Media Lab (BE)

Requirements for an Architecture of a Generic Health Game Data Management System

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CONTACT INFORMATION

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