7TH ANNUAL CONFERENCE

GAMES FOR HEALTH EUROPE

2 & 3 OCTOBER 2017

TAC - TEMPORARY ART CENTRE
EINDHOVEN, THE NETHERLANDS
Dear conference contributor,

“There is a well-being movement worldwide based on 2 things: The first is the disillusion we have with the fruits of economic growth. We all thought 50 years ago that if we became rich we should become happier. That in fact didn't happen. People didn’t feel that it was happening. The second is that we have a new science of happiness. People actually realize you can actually discuss it. How could we have a happier society? In the context of happiness you get a rather different perspective on many questions. And that is one that will lead to a happier world.” This quote is from Richard Layard, London school of economics, who advocates transformation towards a purpose economy. Does this sounds like utopia? Does this apply to healthcare?

Yes it does! There is an analogy. Guest house nurses 50 years ago where educated from the perspective that their job was to provide elderly people a comfortable life. Whereas nowadays nurses are educated to take care of open wounds, washing people and provide them with medication. And we have discovered that this is not what healthcare should be about.

The Games for Health Europe Conference objective is to advocate a necessary mind shift and change in behavior in healthcare. The starting point should not be curing people and health so people can be happy. NO! The starting point should be happiness in order to organize good health and healthy care.

And this should apply to everybody on earth. Therefore the foundation and affiliated companies and organizations have set a goal to organize this mind shift, this transformation of healthcare thinking, for at least 1 billion people by the year 2022. And we use an universal language for it that we call play. Play is an universal language every person on earth is born with. To meet the scale we have set our goals to use games in health to enable play. People who play experience happiness in very different ways, but this experience is the basis to organize good health and healthy care.

As a speaker, workshop leader or keynote of this conference, you will contribute to this process of transformation, by sharing your own experiences, proofs, trials and playful interactions. As a participant, you will learn, interact, listen and share your ideas and bring them home. We highly appreciate that.

Eventually all of us will return home, motivated and inspired to contribute to this transformative mind shift healthcare desperately needs.

I wish you all a pleasant and above all a very "happy" stay in Eindhoven.

Jurriaan van Rijswijk
Chairman, Games for Health Europe

OPENING CEREMONY

OPENING SPEECH
Lea Bouwmeester
Director of Dutch Diabetes Federation (NL)
Healthcare will return to the human size with eHealth

CONFERENCE HOST
John Harrison
Prof. Principal Consultant Metis Cognition Ltd. (UK)

CHAIRMAN
Jurriaan van Rijswijk
Founder and Chairman Games for Health Europe Foundation (NL)

KEYNOTE 1 & 2

KEYNOTE 1
Ilias Lakovidis
Adviser of European Commission (BE)
Tackling societal challenges through digital transformation

KEYNOTE 2
Michel van Schaik
Director Healthcare of Rabobank (NL)
Accelerating healthcare innovation; a complex game!
SESSION ROOM 1

**TRACK 3: SERIOUS GAME DESIGN**

- **Fares Kayali**
  Senior Researcher at Vienna University of Technology (AT)
  How to design for long-term engagement in games for health

- **Micah Hrehovcsik**
  Game Design Researcher / Consultant of HKU University of the Arts Utrecht (NL)
  From game design to service design

- **Tom Langhorst**
  Lecturer and Researcher of Fontys University of Applied Science - School of ICT (NL)
  The persuasive sonic design of philips kittenscanner – lessons learned

- **Filip Setmanuk**
  Designer of Fillo Setmanuk (NL)
  Quest for reality

SESSION ROOM 2

**TRACK 4: SILVER GAMES**

- **Sveinung Tornås**
  Head of Innovation and e-health of Snumer Haukeland University Hospital (NO)
  StumbleStop – fall prevention through simulation-based training

- **Joost Hermans**
  Sociologist and Game-Designer of Games for Health Projects (NL)
  Can we trigger people to cooperate within social networks with affective game design? And if so, also one billion?

- **Sophie Mobbs**
  Senior lecturer of Middlesex University (UK)
  Gaming to Understand: How games might help carers support loved ones in palliative care

- **Edith Zuiderent**
  Managing director of One21 Multitouch Specialists (NL)
  How Multitouch games can improve well being and mental health of elderly people

SESSION ROOM 3

**DUTCH PROGRAM 2: GAMES VOR THERAPIETROUW EN WELZIJN**

- **Remco Hoogendijk**
  Innovatieranger St. Maartenhospitaal (NL)
  Therapietrouw en spellen

- **Jos Nieveen**
  Director Government Affairs of AbbVie (NL)
  Hoe zien wij het geluksmodel in de praktijk

- **Marieke Kleinmeijer**
  Patient Experience Manager of AbbVie (NL)
  Opvoeden Pro 2.0

- **Sander Pas**
  Projectlead/medisch wetenschappelijk onderzoeker Opevinden 2.0 en psycholog NIP bij psychogeneartikel Janssen & Kohn (Nisvinkt in Bernnoldi (NL))
  Ziekenhuis avontuur: welzijn van kinderen bij chirurgie

- **Jo Vrancken**
  Lecteur nursing education and researcher healthcare innovation (BE)
  Flirt met de Homo Ludens

WORKSHOP 2: ZORGEN VOOR GELUK

- **Jurriaan van Rijswijk**
  Founder and Chairman Games for Health Europe Foundation (NL)
  Debating about eHealth

KEYNOTE 4 / DEBATE

- **Lies van Gennip**
  CEO of Nicin (NL)
  eHealth: paradigm shift or transformation of healthcare

- **Lea Bouwmeester**
  Director of Dutch Diabetes Federation (NL)
  Debate about eHealth
PROGRAM | DAY 2

REGISTRATION & COFFEE

9:30

GROTE ZAAL

KEYNOTE 5
Jan Derksen
Associate professor at Radboud University Nijmegen (NL)
What about brains & games

KEYNOTE 6
Nicky Helster
EMEA Technical Speaker for IBM Watson Health (NL)
Watson, beyond the Jeopardy Game

BREAK & EXHIBITION

10:30

SESSION ROOM 1
Andressa Pinheiro
Director of Truuncia Gamification (BR)

João Zaggia
Director of Truuncia Gamification (BR)

Humanized Gamification: The impact of STRESS – eustresse and distress

Elizabeth Edwards
In-Practice Fellow of Barts and The London School of Medicine and Dentistry (UK)

Cigreak – a novel smartphone game for smoking cessation

Enny Das
Professor, chair of CMW department at Radboud University (NL)

Be More Indulgent: Less obesity by means of narrative persuasion, persuasive technology, and gamification

SESSION ROOM 2
Pieter Van Gorp
CTO of GameBus / Eindhoven University of Technology (NL)

Unified Health Gamification: a GameBus success story from Flanders

Henk van Zeijts
Director of DialogueTrainer (NL)

Communicate with virtual patients

Jan Derksen
Associate professor at Radboud University Nijmegen (NL)

Inside out: can mentalising be gamified?

Fabian Jäger
CEO of PatientZero Games (DE)

EMERGE – A Virtual 3D Emergency Room

Laurent Grumiaux
CVO of R.O.G.E.R. (BE)

Redefining Cognitive observation through AI and Big Data

SESSION ROOM 3
Betsie van Gaal
Senior researcher on self-management for patients with chronic conditions Radboud University (NL)

Toepassing van games voor zelfmanagement in de praktijk

Jan Lassche
Kwaliteitsmaker Innovatie bij GGD-Exo (NL)

Disrupsjie Nooitgenoeg

Peter van Nierop
Teammanager onderzoek & preventie bij GGD (NL)

Chatbots en AI voor gezondheids-monitoring

Joost Hermans
Senior game designer bij Games for Health Projects (NL)

IBM Watson in zelfmanagement en monitoring

3 OCTOBER 2017
POSTER SESSION

GROTE ZAAL

1. Tiina Arpola
   RIH Advisor at Savonia University of Applied Sciences (FI)
   Digital Services via Open Innovation Challenges Create New Tools for Youth Organisations

2. Michael Saiger
   MPhil Student at University of Strathclyde (UK)
   Observing User Experience from People with Dementia

3. Katrien Verhoeven
   Lector-Onderzoeker at UC Leuven-Limburg (NL)
   Commercial and customized exergames improve balance in older persons in a community center: a pilot study

4. Monia Vereecken
   Researcher at UC Leuven-Limburg (NL)
   Development of an online tool to improve self-management in persons with a chronic illness

5. Barbara van Veen - Noyen
   Eigenaar en behandelend psycholoog, Barbara van Veen Praktijk voor Psychologie (NL)
   "Playable" Tools on the road to/of Freedom, Happiness, Balance & Transformation

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