

7TH ANNUAL CONFERENCE



GAMES FOR HEALTH
EUROPE

2 & 3 OCTOBER 2017

TAC - TEMPORARY ART CENTRE
EINDHOVEN, THE NETHERLANDS



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Games for Health Europe



Games for Health Europe

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

8:30

REGISTRATION & COFFEE

9:30

GROTE ZAAL

OPENING CEREMONY / KEYNOTE 1 & 2

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 Iakovidis

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!



10:30

BREAK & EXHIBITION

10:45

10:45

TRACK 1 : CHILDREN'S HEALTH

SESSION ROOM 1**Tom De Smedt**

Doctor-Assistant of St Lucas School of Arts, Antwerp (BE)

**Ludivine Lechat**

Researcher of St Lucas School of Arts, Antwerp (BE)

Story Table – Interactive fairy tales for hospitalised children

**Jo Vrancken**

Lector nursing education and researcher healthcare innovation (BE)

Hospi adventure: an evidence based multidisciplinary developed serious game for children undergoing surgery

**Rene van de Wiel**

Director of Praktijk van de Wiel (NL)

WordSpeed: the marketing of the gamification of dyslexia training

**Menno van Pelt-Deen**

Founder of Lapp and Incubation Manager of Dutch Game Garden (NL)

VilDu?! How a game lowered the boundaries to talk about sexual abuse

**Andressa Pinheiro**

Director of Triunica Gamification (BR)

**João Zaggia**

Director of Triunica Gamification (BR)

Discover the hero within you!!!

TRACK 2 : COGNITIVE HEALTH

SESSION ROOM 2**Anne Roefs**

Associate professor of Maastricht University, Faculty of Psychology & Neuroscience (NL)

Think Slim! Using network analyses for tailoring CBT-based weight-loss treatment

**Anna Domen**

PhD Candidate of Academic Medical Center Amsterdam (Psychiatry) (NL)

Improving cognition in psychiatric patients with an online cognitive game and assessment tool

**Jim Lumsden**

PhD Student of University of Bristol (GB)

The effects of simple game mechanics on participant dropout and enjoyment of cognitive testing studies

**Martina Ratto**

Cognitive scientist of MyCognition Ltd (GB)

Making communities cognitively fit with a self-administered assessment and training app

DUTCH PROGRAM 1 : ZORGEN VOOR GELUK

SESSION ROOM 3

DUTCH SPOKEN

**André Hermesen**

Innovatiemanager bij Medisch Service Center Sensire (NL)

Het geluksmodel werkt

**Carry van Leest**

Strategisch adviseur bij Thebe (NL)

Hoe zien wij het geluksmodel in de praktijk

**Hannie Treffers**

Directeur Programmamangement Vilans (NL)

Waardigheid en Trots

**Martien Vreijzen**

World of Dreams (NL)

Visie op de toekomst van ouderen

**Wico Mulder**

GGD Amsterdam / Mind & Health (NL)

Relaties gaan stuk aan gesprekken die niet worden gevoerd

WORKSHOP 1 : THE RULES OF THE GAME about new privacy legislation and validation

BOARD ROOM**Jaco van Duivenboden**

Senior Adviser at Nictiz (NL)

**Victoria Betton**

Founder mHabitat (UK)

**Natalie Nelissen**

Research fellow mHabitat (BE)

12:15

LUNCH & POSTER SESSION & EXHIBITION

Experiment Arnout van de Rijt, Roland Goetgeluk and Joost Hermans – part 1

13:30

KEYNOTE 3

GROTE ZAAL

KEYNOTE 3

Stephanie Jansen-Kosterink

Researcher of Roessingh Research and Development (NL)

We need a change of mind – Transforming the clinical evaluation for Games for Health



14:15

14:15

TRACK 3 : SERIOUS GAME DESIGN

SESSION ROOM 1



Fares Kayali
Senior Researcher of 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 Filip Setmanuk (NL)

Quest for reality

TRACK 4 : SILVER GAMES

SESSION ROOM 2



Sveinung Tornås
Head of Innovation and e-health of Sunnaas hospital, Nesodden (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 Onwijs Multitouch Specialists (NL)

How Multitouch games can improve well being and mental health of elderly people

DUTCH PROGRAM 2 : GAMES VOOR THERAPIETROUW EN WELZIJN

SESSION ROOM 3

DUTCH SPOKEN



Remco Hoogendijk
Innovatiemanager St. Maartenskliniek (NL)

Therapietrouw en spellen



Jos Nieveen
Director Governmental Affairs of AbbVie (NL)



Marieke Kleinmeijer
Patient Experience Manager of AbbVie (NL)

Hoe zien wij het geluksmodel in de praktijk



Sander Pas
Projectcoördinator/wetenschappelijk onderzoeker Opvoeden 2.0 en psycholoog NIP bij psychologenpraktijk Derksen & Klein Herenbrink te Bemmelen (NL)

Opvoeden Pro 2.0



Jo Vrancken
Lector nursing education and researcher healthcare innovation (BE)

Ziekenhuis avontuur: welzijn van kinderen bij chirurgie



Rob Tieben
Ontwerper & Oprichter Idee Brouwerij (NL)

Flirten met de Homo Ludens

WORKSHOP 2 : ZORGEN VOOR GELUK

BOARD ROOM

DUTCH SPOKEN



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

15:45

BREAK & EXHIBITION

16:00

KEYNOTE 4 / DEBATE

GROTE ZAAL

KEYNOTE 4

Lies van Gennip

CEO of Nictiz (NL)

eHealth; paradigm shift or transformation of healthcare



Debate about eHealth

Lea Bouwmeester

Director of Dutch Diabetes Federation (NL)



17:00

NETWORK DRINKS


18:00

8:30 REGISTRATION & COFFEE Experiment Arnout van de Rijt, Roland Goetgeluk and Joost Hermans – part 2


9:30 **KEYNOTE 5 & 6**

GROTE ZAAL

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



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



10:30 BREAK & EXHIBITION Experiment Arnout van de Rijt, Roland Goetgeluk and Joost Hermans – part 2

10:45

TRACK 5 : SELF MANAGEMENT

SESSION ROOM 1




Andressa Pinheiro
 Director of Triunica Gamification (BR)




João Zaggia
 Director of Triunica 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)

Cigbreak – a novel smartphone game for smoking cessation



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

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


TRACK 6 : EDUCATION AND INDUSTRY

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


DUTCH PROGRAM 3 : GEZONDHEIDSMONITORING EN MANAGEMENT

SESSION ROOM 3  *DUTCH SPOKEN*



Betsie van Gaal
 Senior researcher on self-management for patients with chronic conditions Radboud Universiteit (NL)

Toepassing van games voor zelfmanagement in de praktijk



Jan Lassche
 Kwartiermaker Innovatie bij GGD-ExO (NL)

Disruptie Nooitgenoeg



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

Chatbots en AI voor gezondheidsmonitoring




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

IBM Watson in zelfmanagement en monitoring

WORKSHOP 3 : GOAL WORKSHOP

BOARD ROOM



Monique Tabak
 University of Twente (NL)



Sofoklis Kyriazakos
 Assoc. Professor at Aarhus University (DK)

12:15

LUNCH & POSTER SESSION & EXHIBITION

Experiment Arnout van de Rijt, Roland Goetgeluk and Joost Hermans – part 2

13:30

KEYNOTE 7

GROTE ZAAL

KEYNOTE 7

Aslihan Tece Bayrak

Senior Lecturer at Media Design School (TUR)

Rhetoric on games and rehabilitation: a call for collaborative movement

14:15

TRACK 7 : REHAB & ACTIVITY GAMES

SESSION ROOM 1

**Eng Chuan Neoh**

Senior Physiotherapist, Department Of Physiotherapy Of Tan Tock Seng Hospital (SG)

Total-Knee-Replacement Rehabilitation with Gamification**Mario Ganzeboom**

PhD Student of CLS/CLST, Radboud University Nijmegen (NL)

Speech therapy through interactive gaming with automatic speech recognition**Mark van Kuijk**

Founder Iapp | Lab Director Game Solutions Lab (NL)

How we use tablets to get children (socially) active**Carla Scholten**

Directeur at Embedded Fitness (NL)

Exergaming, best for body and brain

TRACK 8 : PUBLIC HEALTH & DATA

SESSION ROOM 2

**Elena Bertozzi**

Associate Professor of Quinnipiac University (USA)

**Aparna Sridhar**

Assistant Professor in Obstetrics and Gynecology of MD MPH FACOG (USA)

Using Games to Collect Public Health Data – 2 Case Studies**Sami Kosonen**

Entrepreneur of Iterator Oy (FI)

Better health by playing**Lena Hendlmeier**

Researcher of Institut für Design Science e.V. (DE)

Citizen's game – playing society / The Game 'Encounter'**Heather Honea**

Assistant Professor of San Diego State University (USA)

The Impact of Self-quantification: How Gamification of Personal Data Motivates Individual through Affective Response**Rob Tieben**

Designer & Founder Idee Brouwerij (NL)

Hey :-) come play, live happy & healthy!

DUTCH PROGRAM 4 : INFECTIEZIEKTEN, PREVENTIE EN GAMIFICATIE

SESSION ROOM 3

DUTCH SPOKEN

**Peggy Manders**

Manager Biobank (NL)

De rol van monsters bij de preventie van ziekten**Enny Das**

Professor, hoofd bij afdeling CIW Bij Radboud Universiteit Nijmegen (NL)

Overtuigingskracht en speltechnieken om obesitas aan te pakken**Chris Elschot**

Project manager bij GGD Flevoland (NL)

LowlandZ: het idee en hoe kwam het tot stand**Don Klinkenberg**

Onderzoeker bij RIVM (NL)

De eerste Zombie resultaten van LowlandZ**Edith Zuiderent**

Algemeen directeur Onwijs Multitouch Specialists (NL)

Multitouch zet ouderen aan het spelen

WORKSHOP 4 : VR

BOARD ROOM

**Simon McCallum**

Associate Professor Applied Computer Science Department, NTNU (NO)

VR for collaboration and consultation in health**Nynke van der Laan**



Assistant professor at Universiteit van Amsterdam (NL)

Introducing the NeuroShop: a realistic fMRI-compatible virtual supermarket to test the effectiveness and neural underpinnings of healthy eating interventions**Lauriane Spreij**

PhD candidate in the Centre of Excellence for Rehabilitation Medicine Utrecht (NL)

Virtual reality simulations for the assessment of cognitive functions in patients with acquired brain injury

15:45

15:45	BREAK & EXHIBITION	
16:00	<p>GROTE ZAAL</p> <p>KEYNOTE 8</p> <p>Raymond Borger Medical Doctor Vitalplus+ (NL) Depression: (no) fun and games?</p> 	
	<p>CLOSING SESSION</p> <p>CLOSING SPEECH John Harrison Prof. Principal Consultant Metis Cognition Ltd. (UK)</p> 	
17:00	FAREWELL DRINKS	
18:00		

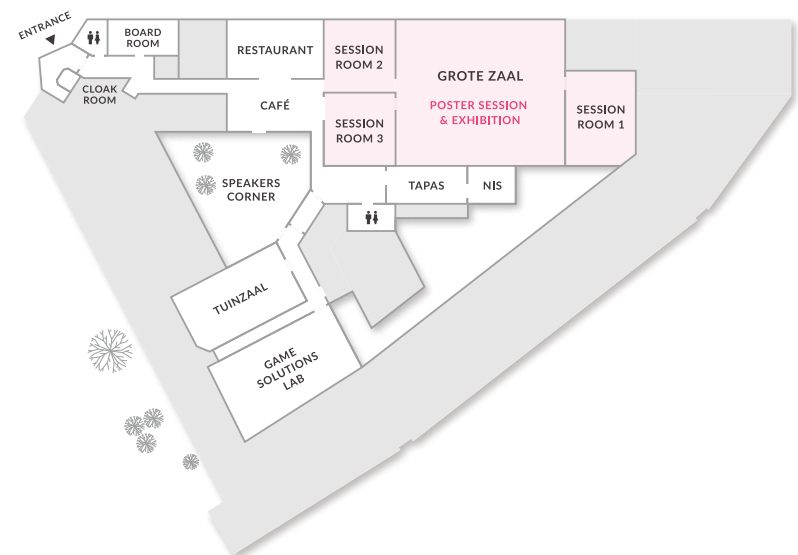
KEYNOTE 8 / CLOSING SESSION

POSTER SESSION

GROTE ZAAL

- | | |
|---|---|
| <p>1 Tiina Arpola
RDI Advisor at Savonia University of Applied Sciences (FI)</p> <p>Digital Services via Open Innovation Challenges Create New Tools for Youth Organisations</p> | <p>4 Monia Vereecken
Researcher at UC Leuven-Limburg (NL)</p> <p>Development of an online tool to improve self-management in persons with a chronic illness</p> |
| <p>2 Michael Saiger
MPhil Student at University of Strathclyde (UK)</p> <p>Observing User Experience from People with Dementia</p> | <p>5 Barbara van Veen - Noyen
Eigenaar en behandelend psycholoog, Barbara van Veen Praktijk voor Psychologie (NL)</p> <p>"Playable" Tools on the road to/of Freedom, Happiness, Balance & Transformation</p> |
| <p>3 Katrien Verhoeven
Lector-Onderzoeker at UC Leuven-Limburg (NL)</p> <p>Commercial and customized exergames improve balance in older persons in a community center: a pilot study</p> | |

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