

8TH ANNUAL CONFERENCE



**GAMES FOR HEALTH**  
EUROPE

8 & 9 OCTOBER 2018

TAC - TEMPORARY ART CENTRE  
EINDHOVEN, THE NETHERLANDS

# 8th GAMES FOR HEALTH EUROPE CONFERENCE

Dear delegate,

Games are an important part of the existing value and distribution chain of both health and care. In 2019 healthcare insurance companies will reimburse patients when games are prescribed by doctors. Healthcare providers are progressively more and more willing to substitute games for existing therapies. Key advantages of games are that they are fun, safe and non-invasive! Gaming technology is placed to create a new episode within healthcare.

We have the proof, and we are on the move!

Is this it? Is this the limit of what we want to achieve? Is that our highest goal? Is this our sole purpose? No of course not! We believe in games that positively impact peoples' lives. The extended opportunity is to create games that can help prevent people requiring care – prevention is better than cure! This is the opportunity that now challenges us.

The developments and innovations that characterize our industry makes games a critical element of our healthcare systems and challenge the misguided and negative views of gaming. Dogmatic administration of standard procedures is not what healthcare professionals are trained for. Healthcare professionals are educated, trained and legally allowed to

deviate from a protocol. These are the characteristics of great doctors, not the robots, not the machines, not the privacy issues and not the procedures – we humans define care, health and happiness. Let's focus on that and recognize that we will need many more successful games to help us move forward.

The games have proof and are on the move - but this is just the beginning!

Thank you for joining the Games for Health Europe Conference. We wish you a pleasant and above all a very happy stay in Eindhoven!

Jurriaan & Sandra van Rijswijk  
Chairman & Treasurer  
Games for Health Europe Foundation

## PROGRAM | DAY 1

8 OCTOBER 2018

8:30

### REGISTRATION & COFFEE

9:30

#### OPENING SESSIONS / KEYNOTE

#### MAIN ROOM

#### OPENING SESSIONS

CONFERENCE HOST

**John Harrison**  
Prof. Principal Consultant Metis Cognition Ltd. (UK)  
**Welcome to Games for Health 2018**

PRESIDENT

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

#### KEYNOTE 1 & 2

**Ting Jiang**  
Principal of Global Health and Development Center for Advanced Hindsight (US)  
**Gamification as a life-saving medicine**

**Pietro Michelucci**  
Director of Human Computation Institute (US)  
**Minds saving minds**

10:30

### BREAK & EXHIBITION

10:45



CHILDRENS HEALTH	<b>SESSION ROOM 1</b>	LOS OP PREVENTIE	<b>SESSION ROOM 2</b>  DUTCH SPOKEN	RESEARCH & DESIGN	<b>SESSION ROOM 3</b>	DE OEFENDOKTER	<b>SESSION ROOM 4</b>  DUTCH SPOKEN	EUROPEAN BUSINESS ANGELS NETWORK	<b>SESSION ROOM 5</b>	ESCAPE ROOM  DUTCH SPOKEN	
	<b>Fabio Cujino</b> CEO of Play Doktor (DK) <i>Universes to reduce childhood anxiety at hospitals</i>		<b>Teun Aalbers</b> Business Developer at GainPlay Studio (NL) <i>Gamen tegen overgewicht met Digest Inn</i>		<b>Mitsuhiro Ogawa &amp; Seiya Otsuka</b> Teikyo University (JP) <i>As you know, it is easier to play digital game daily than to measure your blood pressure daily. A proposal of a novel future outlook of healthcare with digital gaming; "incorporating physiological measurement with gaming."</i>		<b>Henk van Zeijts &amp; Renske de Beijer</b> DialogueTrainer (NL) <i>De Oefendokter: beter voorbereid naar de arts</i>		<b>René Reijtenbagh</b> CEO Business Angels Connect (NL) <i>Business angels financing</i>		In de Escape Room leren zorgmedewerkers - op een speelse manier - hoe ze de persoonlijke zorg kunnen leveren die bij de fictieve hoofdpersoon Ria past.
	<b>Jo Vrancken</b> Lecturer / researcher PXL University College (BE) <i>Validation of HospiAvontuur - Progression of the RCT</i>		<b>Jos Feijen</b> Directeur van Effenaar (NL) <i>Gehoorschade</i>		<b>Pierpaolo Di Bitonto &amp; Ada Potenza</b> Grifo multimedia srl (IT) <i>Adaptive games for physical and cognitive rehabilitation</i>		The dealclosing process				
	<b>Katrín Jónsdóttir</b> Project Manager Katrín&Brynja - Nonprofit (IS) <i>Children undergoing anesthesia in Iceland: Can a computer game improve patients' experience?</i>		<b>Yvonne Roskam &amp; Wendy Marinissen</b> GGD Zeeland (NL) <i>Los Online; een game als voorlichting?</i>		<b>Kim Bul</b> Research Associate at Coventry University (UK) <i>Mining the Gold! – Using Game Metrics in Serious Games for Health</i>						
	<b>Rosemary Lokhorst</b> Executive Director of Resonance House, LLC (US) <i>Can a mobile game change a sick teens life</i>		<b>Nora Hamdiui</b> Onderzoeker bij RIVM (NL) <i>Hoe moeilijke doelgroepen te bereiken?</i>		<b>Louise Matjeka</b> Norwegian University of Science and Technology (NO) <i>An Exergame Generator</i>						
<b>Rob Tuitert</b> Product Designer at Yalp (NL) <i>Gaming playgrounds: the new way to play outdoors</i>		<b>Eefje Battel</b> Research Coordinator Howest - Sports Innovation Campus (BE) <i>Identifying technological chances for the recreational sports and movement industry</i>									

12:15

LUNCH & EXHIBITION

13:30

KEYNOTE	<b>MAIN ROOM</b>
	<b>Ellis Bartholomeus</b> CPO at Ellis in wonderland (NL) <i>Apply play; the get ahead of the game</i>

 = PRESENTATIONS  
 = WORKSHOP

14:15

EDUCATION	<b>SESSION ROOM 1</b> <b>Andressa Pinheiro &amp; João Zaggia</b> Triunica Gamification (BR) Humanized Gamification	PUBLIC HEALTH	<b>SESSION ROOM 2</b> <b>Johan van de Meulen</b> Developer at Playing For Health (NL) How we made a serious game and more important: why?	RESEARCH & DESIGN	<b>SESSION ROOM 3</b> <b>Yuliya Chernenko</b> PIT Crew at Abbott Laboratories (RU) Patient One Ready: how to engage player	INFECTIOUS DISEASES	<b>SESSION ROOM 4</b> <b>Infectious Diseases: a role for serious games?</b> <b>Ioana Ghiga</b> Technical Officer WHO (CH) PIP Deploy, a case study of using innovative simulation methods for Pandemic Influenza Preparedness activities	INNOVATION IMPLEMENTATION	<b>SESSION ROOM 5</b> <b>Stephanie Jansen-Kosterink</b> <b>Marolein den Ouden</b> A handbook for successful implementation of innovations	<b>ESCAPE ROOM</b>  DUTCH SPOKEN In de Escape Room leren zorgmedewerkers - op een speelse manier - hoe ze de persoonlijke zorg kunnen leveren die bij de fictieve hoofdpersoon Ria past.
	<b>Arnold Bosman</b> CEO at Transmissible (NL) Influencing flu: Educational game for medical students		<b>Giselle Felix</b> CEO of Healthfy (BR) It's never been so fun to take care of your health		<b>Natale Salvatore Bonfiglio</b> University of Pavia (IT) Treating Addiction through Brain Computer Interface		<b>Stephanie Jansen-Kosterink</b> <b>Marolein den Ouden</b> A handbook for successful implementation of innovations			
	<b>Kiki Spanjers</b> PhD-student at University Medical Center Groningen (NL) Roodkapje (Little red riding hood): the development of a gamified application as conversation facilitator for people with dementia and their informal carers		<b>Chiara Ripamonti</b> President of Psyché (IT) AMICO H: A 360° support for children with leukemia and their families		<b>Petar Jerčić</b> Doctoral student Blekinge Institute of Technology (SE) The Effects of Emotions and Their Regulation on Decision-making Performance in Affective (Digital) Serious Games		<b>Stephanie Jansen-Kosterink</b> <b>Marolein den Ouden</b> A handbook for successful implementation of innovations			
	<b>Wouter IJgosse</b> PhD candidate at RadboudUMC (NL) Saving robots improves laparoscopic performance: transfer of skills from a serious game to a virtual reality simulator		<b>Roberta Memeo</b> Project Manager at Grifo multimedia srl (IT) TAKO DOJO: play and learn to manage diabetes		<b>Claudia Carissoli</b> PhD Candidate Università Cattolica del Sacro Cuore (IT) Video games as a resource for promoting emotional intelligence in the teen-agers		<b>Stephanie Jansen-Kosterink</b> <b>Marolein den Ouden</b> A handbook for successful implementation of innovations			
<b>Timothy Tuti</b> University of Oxford/KEMRI-Wellcome Trust Programme (UK) Serious gaming in health: a theory informed data-driven approach to learning	<b>Jerome Dupire</b> Researcher at CNAM & CAPGAME (FR) Video Games and Disabled People in 2018	<b>Helmer Strik</b> UHD - Associate Professor Centre for Language Studies (CLS), Radboud University Nijmegen (NL) Behaviour-based Language-Interactive Speaking Systems	<b>Stephanie Jansen-Kosterink</b> <b>Marolein den Ouden</b> A handbook for successful implementation of innovations							

15:45

## BREAK &amp; EXHIBITION

16:00

KEYNOTE	<b>MAIN ROOM</b> <b>Anna Sort</b> CEO of PlayBenefit S.L. (SE) Why the world needs more gaming nurses
	<b>Jan Derksen</b> Associate Professor Radboud University Nijmegen (NL) GAMING: FOR BETTER OR FOR WORSE?
	<b>Closing John Harrison</b>

17:00

## NETWORK DRINKS

8:30

REGISTRATION & COFFEE

9:30

KEYNOTE

MAIN ROOM

**Erik Gerritsen**  
Secretary General Ministry of Health, Welfare and Sport (NL)  
**A new VVT Ecosystem - a governmental perspective**

**Michel van Schaik**  
Director Healthcare - Rabobank (NL)  
**From Ego to Eco System**

10:30

BREAK & EXHIBITION

10:45

SESSION ROOM 1

VIRTUAL REALITY

**Denis Martin**  
Teesside University (UK)  
**Persistent pain/chronic pain: the potential for VR solutions.**

**Bernard Maarsingh**  
Founder/ CSO Jamzone (NL)  
**Stressjam, mastering stress through VR**

**Detlef La Grand**  
Founder VRmaster (NL)  
**Make VR easy and affordable**

**Simon McCallum**  
Senior Lecturer Victoria University of Wellington (NZ)  
**VR from a distance**

WT & HAPPY BABY SHOWER

SESSION ROOM 2

 DUTCH SPOKEN

**Maarten van Rixtel**  
Sensire (NL)

**Laurent de Vries**  
Raad van bestuur Viattence (NL)  
**Hoe je met visie, lef en leiderschap de juiste stappen maakt op gebied van e health in de ouderenzorg**

**Carry van Leest**  
Thebe (NL)

**Hanneke Bonfrere**  
Omring (NL)

**Petra van 't Klooster**  
Vitalis (NL)

SILVER GAMES

SESSION ROOM 3

**Ellis Bartholomeus**  
CPO at ellis in wonderland (NL)  
**Do you want to get old happy?**

**Noreena Liu**  
PhD candidate University of Southampton (UK)  
**Advergame for Dementia awareness and supporting carers**

**Gwen Dziwenko**  
Rehabilitation Technology Leader Glenrose  
Rehabilitation Therapist / Alberta Health Services (CA)  
**Glenrose Grocery Game**

**Lianne de Haan & Peter David Faasse & Nathascha Ausma**  
BonPhysics B.V. & Radboud University & Parkinson Gaming (NL)  
**Parkinson Gaming**

**Sandra Degelsegger**  
AGE Platform Europe (BE)  
**Healthy Ageing through games**

GAME ADDICTION

SESSION ROOM 4

**Jan Derksen**  
Radboud University (NL)

**Tony van Rooy**  
Trimbos Institute (NL)  
**Pannel discussion**

CHAT FOR HEALTH


SESSION ROOM 5

**Joost Hermans**  
Game Solutions Lab (NL)

**Anne Brabers**  
Nivel (NL)

**Cindy Ververs**  
Endometriose (NL)

ESCAPE ROOM

SESSION ROOM 6  DUTCH SPOKEN

In de Escape Room leren zorgmedewerkers - op een speelse manier - hoe ze de persoonlijke zorg kunnen leveren die bij de fictieve hoofdpersoon Ria past.

12:15

## LUNCH &amp; EXHIBITION

13:30

KEYNOTE

## MAIN ROOM

**Hans Rietman**

Chairman the National Program Innovative Medical Devices Initiative 2.0 (NL)

**Rehabilitation and Technology; Care for the Future?**

14:15

REHAB

## SESSION ROOM 1

**Fares Kayali & Cosima Prahm**

TU Wien &amp; Medical University of Vienna (AT)

Play Bionic - Game design for neuromuscular prosthesis training

**Annette Brons**

Researcher Hogeschool van Amsterdam (NL)

Suitable and sustainable health game development through the Concept Mapping method

**Henri Hurkmans**

Senior Researcher / Project Leader Erasmus MC (NL)

Wii Fit balance training in outpatient people with subacute stroke

**Alejandro Mendoza**

CoFounder reFit Systems GmbH (DE)

Games in child rehabilitation, Challenges and Opportunities

**Roland Goetgeluk**

Market Analyst, Marketer at GameSolutionLab (NL)

LifeCycleR: Children with Cerebral Palsy train joyfull on a bike

&amp; HAPPY PARTNER DEMOS

## SESSION ROOM 2



DUTCH SPOKEN

Tijdens deze workshop worden deze toepassingen getoond:

- Match It; Thebe
- Kwist't: Omring
- Ouderencafe: Vitalis
- InterviewR: Sensire

COGNITION

## SESSION ROOM 3

**Stephan Aarts**

Founder &amp; Director Yellow Riders (NL)

Manage Your Hypersensitivity

**Martina Ratto & Menno Siebinga**

MyCognition Ltd (UK) &amp; Body &amp; Brein Kennis Instituut (NL)

Play, train, and improve: a cognitive fitness training video game for corporate health, wellbeing and performance

**Julie Golliot**PhD Candidate IMSIC Toulon Laboratory & RGDS  
Provence Bourbonne rehabilitation Clinic (FR)

When Therapists and Researchers Collaborate to Innovate and Offer a Future to Patients: S'TIM, the Persuasive Serious-Game to Rehabilitate Patients with Dysexecutive Syndrome

**Anna Domen**

PhD Candidate Academic Medical Center (NL)

An online cognitive game to improve cognition for psychiatric patients

**Carmen Scherbaum & Sander Boer**

Amsterdam University of Applied Sciences (NL)

Spirit

SAGANET

## SESSION ROOM 4



DUTCH SPOKEN

**Jantine van den Bosch**

Spelwerkplaats (NL)

**Nico Groenenberg**

Spelwerkplaats (NL)

**Carel Ketelaars**

Spelwerkplaats (NL)

Iedereen wil oud worden, maar niemand wil oud zijn

BORDJEVOL

## SESSION ROOM 5



DUTCH SPOKEN

**Jessica Slijpen**

WeHelpen (NL)

BordjeVol: een serieus kaartspel voor mantelzorgers

ESCAPE ROOM

## ESCAPE ROOM



DUTCH SPOKEN

In de Escape Room leren zorgmedewerkers - op een speelse manier - hoe ze de persoonlijke zorg kunnen leveren die bij de fictieve hoofdpersoon Ria past.

15:45

**BREAK & EXHIBITION**

16:00

**KEYNOTE**  
**MAIN ROOM**

**Hans Ossebaard**

Advisor National Health Care Institute (NL)

**Appropriate gamification in health care**

**Raymond Borger**

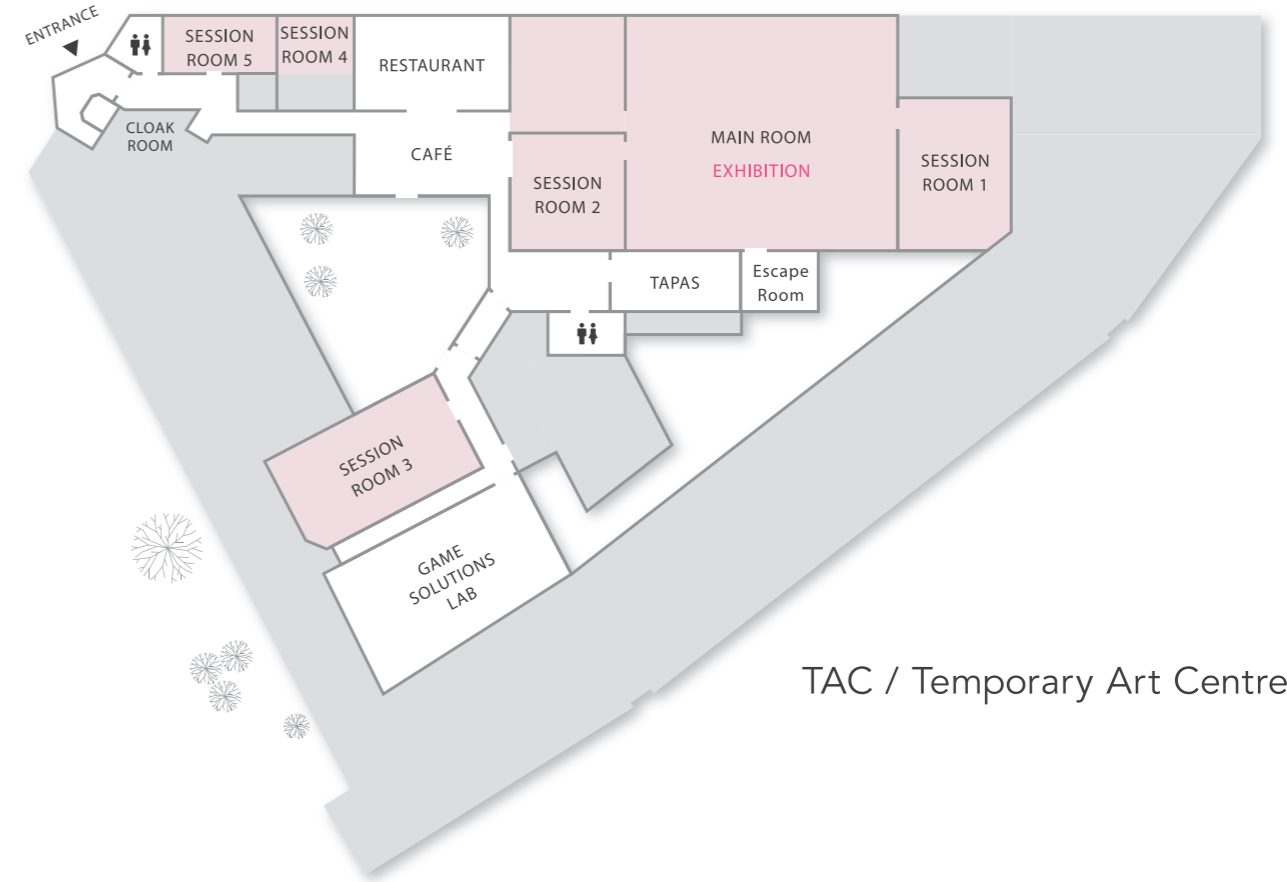
Vitaalplus (NL)

**The heart of the game, games for the heart**

**Closing Ceremony John Harrison**

17:00

**FAREWELL DRINKS**



TAC / Temporary Art Centre

## SPONSORS & PARTNERS

---







Wifi

Access Point : join\_gfheu  
Password : proveandmove

[www.gamesforhealtheurope.org](http://www.gamesforhealtheurope.org)



@GFHEU / #GFHEU18



Games for Health Europe



Games for Health Europe