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 people’s 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
**SESSION ROOM 1**

**Fabio Cujino**  
CEO of Play Doktor (DK)  
Universes to reduce childhood anxiety at hospitals

**Jo Vrancken**  
Lecturer / researcher PXL University College (BE)  
Validation of HospiAvontuur - Progression of the RCT

**Katrín Jónsdóttir**  
Project Manager Katrín&Brynja - Nonprofit (IS)  
Children undergoing anesthesia in Iceland: Can a computer game improve patients’ experience?

**Rosemary Lokhorst**  
Executive Director of Resonance House, LLC (US)  
Can a mobile game change a sick teen’s life

**Rob Tuitert**  
Product Designer at Yalp (NL)  
Gaming playgrounds: the new way to play outdoors

**SESSION ROOM 2**

**Teun Aalbers**  
Business Developer at GifGif Studio (NL)  
Games to engage parents in digitized live

**Jos Feijen**  
Director von Erfaring (NL)  
Can a computer game improve patients’ experience?

**Yvonne Roskam & Wendy Marinissen**  
Gooi Zuidland (NL)  
Can a mobile game change a sick teen’s life

**SESSION ROOM 3**

**Mitsuhito Ogawa & Seiya Otsuka**  
Teikyo University (JP)  
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.”

**Pierpaolo Di Bitonto & Ada Potenza**  
Grifo multimedia srl (IT)  
Adaptive games for physical and cognitive rehabilitation

**Kim Bul**  
Research Associate at Coventry University (UK)  
“Mining the Gold! – Using Game Metrics in Serious Games for Health”

**Louise Matjeka**  
Norwegian Unversity of Science and Technology (NO)  
An Exergame Generator

**Eefje Battel**  
Research Coordinator Howest - Sports Innovation Campus (BE)  
Identifying technological chances for the recreational sports and movement industry

**SESSION ROOM 4**

**Henk van Zijl & Ramske de Beijer**  
Eindhoven University (NL)  
The Cyberstool: better versus real medical instruments

**SESSION ROOM 5**

**René Reijtenbagh**  
CEO Business Angels Connect (NL)  
Business angels financing

**Remco Hoogendijk**  
Innovatieranger at Medisch Eindhoven (NL)  
Gaming for Health in practice

**Rob Godschalk**  
The dealclosing process

**ESCAPE ROOM**

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

10:45

**LUNCH & EXHIBITION**

**12:15**

**SESSION ROOM 1**

**Ellis Bartholomeus**  
CPO at Ellis in wonderland (NL)  
Apply play, the get ahead of the game

**SESSION ROOM 2**

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**13:30**

**MAIN ROOM**

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SESSION ROOM 1

Andressa Pinheiro & João Zaggia
Triunica Gamification (BR)
Humanized Gamification
Arnold Bosman
CEO at Transmissible (NL)
Influencing flu: Educational game for medical students
Kiki Spanjers
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
Wouter IJgosse
PhD candidate at RadboudUMC (NL)
Saving robots improves laparoscopic performance: transfer of skills from a serious game to a virtual reality simulator

SESSION ROOM 2

Johan van de Meulen
Developer at Wayfair for Health (NL)
How we made a serious game more important? why?
Giselle Felix
CEO of Healthly (BR)
It’s never been so fun to take care of your health
Chiara Ripamonti
Head of Physio (IT)
AMICO in a 360° support for children with leukemia and their families
Roberta Memee
Project Manager at Grits multimedia srl (IT)
TAKOD (O2D): a platform to learn to manage diabetes
Jerome Dupire
Researcher at CHAM & CAPANNE (FR)
Video Games and Diabetes People in 2018

SESSION ROOM 3

Yuliya Chernenko
ITF Crew at Abbott Laboratories (RU)
Patient On-Board: how to engage your patient
Natalia Salvatore Bonfiglio
University of Pavia (IT)
Teaching Addiction through Virtual Computer Interface
Piotr Jerlicz
Doctoral student / InnoTech (SE)
The Effects of Structures and their Regulation on Decision-making Performance in Interactive Digital Serious Games
Claudia Carissoli
PhD Candidate Università Cattolica del Sacro Cuore (IT)
Video games as a resource for promoting emotional intelligence in the teenagers

SESSION ROOM 4

Infectious diseases a role for serious games?
Ioana Ghiga
Technical Officer WHO (CH)
PIP Deploy, a case study of using innovative simulation methods for Pandemic Influenza Preparedness activities

SESSION ROOM 5

Stephanie Jansen-Kosterink
A handbook for successful implementation of innovations
Marielein van Ouden
A handbook for successful implementation of innovations

BREAK & EXHIBITION

Anna Sort
CEO of PlayBenefit S.L. (SE)
Why the world needs more gaming nurses
Jan Derksen
Associate Professor Radboud University Nijmegen (NL)
GAMEING: FOR BETTER OR FOR WORSE?

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8:30
REGISTRATION & COFFEE

9:30
MAIN ROOM

Erik Gerritsen
Secretary General of Ministry of Health, Welfare and Sport (NL)

Erik Gerritsen
Secretary General of Ministry of Health, Welfare and Sport (NL)

Michel van Schak
Director Healthcare - Rabobank (NL)

From Ego to Eco System

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

9 OCTOBER 2018

Denis Martin
Teesside University (UK)

Persistent pain/chronic pain: the potential for VR solutions.

10:45
VIRTUAL REALITY

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

Sandra Degelsegger
AGE Platform Europe (BE)

Healthy Aging through games

11:00
BREAK & EXHIBITION

11:30
SESSION ROOM 1

Maarten van Rietel
Senior (NL)

Laurent de Vries
Senior (NL)

How we make, let’s get the help needed to join stars in the field of healthcare.

Corry van Leest
Thrive (NL)

Hanneke Bonfrete
Driving (NL)

Petra van’t Klooster
Vita (NL)

12:00
SESSION ROOM 2

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

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Glenrose Grocery Game

Sandra Degelsegger
AGE Platform Europe (BE)

Healthy Aging through games

12:30
SESSION ROOM 3

Jan Derks
Redbull University (NL)

Tony van Rooy
Tennis Insider (NL)

Panel discussion

13:00
SESSION ROOM 4

Joost Hermans
Game Solutions Lab (NL)

Anne Brabers
Health (NL)

Cindy Ververs
Endometriose (NL)

13:30
SESSION ROOM 5

Erik Gerritsen
Secretary General of Ministry of Health, Welfare and Sport (NL)

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Secretary General of Ministry of Health, Welfare and Sport (NL)

Michel van Schak
Director Healthcare - Rabobank (NL)

From Ego to Eco System
### MAIN ROOM

<table>
<thead>
<tr>
<th>Speaker</th>
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<tbody>
<tr>
<td>Fares Kayali &amp; Cosima Prahm</td>
<td>Play Bionic - Game design for neuromuscular prosthesis training</td>
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<tr>
<td>Annette Brons</td>
<td>Suitable and sustainable health game development through the Concept Mapping method</td>
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<tr>
<td>Henri Hurkmans</td>
<td>Wii Fit balance training in outpatient people with subacute stroke</td>
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<td>Games in child rehabilitation, Challenges and Opportunities</td>
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<tr>
<td>Stephan Aarts</td>
<td>Manage Your Hypersensitivity</td>
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<tr>
<td>Martina Ratto &amp; Menno Siebinga</td>
<td>Play, train, and improve a cognitive fitness training video game for corporate health, wellbeing and performance</td>
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<td>Anna Domen</td>
<td>An online cognitive game to improve cognition for psychiatric patients</td>
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<td>Jantine van den Bosch</td>
<td>Rehabilitation and Technology; Care for the Future?</td>
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<td>Nico Groenenberg</td>
<td>Beerplezier: een serieus kaartspel voor mantelzorgers</td>
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<tr>
<td>Jessica Slipen</td>
<td>BordjeVol: een serieus kaartspel voor mantelzorgers</td>
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<td>Hans Rietman</td>
<td>Rehabilitation and Technology; Care for the Future?</td>
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<td>12:15</td>
<td>Introduction to the National Program Innovative Medical Devices Initiative 2.0 (NL)</td>
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<tr>
<td>13:30</td>
<td>Rehabilitation and Technology; Care for the Future? (NL)</td>
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### PROGRAM | DAY 2

9 OCTOBER 2018
BREAK & EXHIBITION

15:45

16:00

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
Access Point: join_gfheu
Password: proveandmove

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