

9TH ANNUAL CONFERENCE

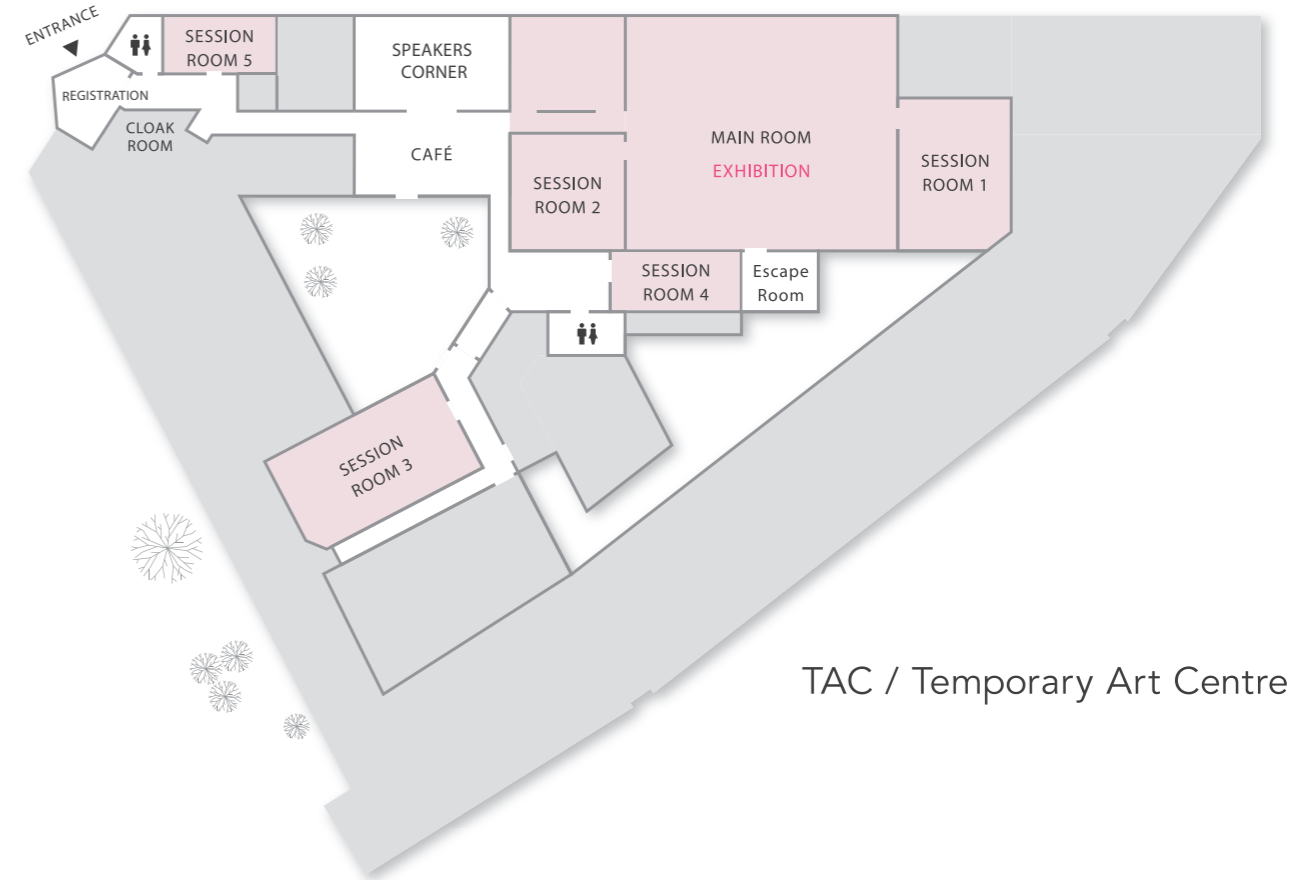


GAMES FOR HEALTH
EUROPE

7 & 8 OCTOBER 2019

TAC - TEMPORARY ART CENTRE
EINDHOVEN, THE NETHERLANDS

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TAC / Temporary Art Centre

9th GAMES FOR HEALTH EUROPE CONFERENCE

Dear delegate,

If you let people and computers work together with games - they both become smarter. This is the premise of 'playful Intelligence', the central theme of this year's conference. Our network of bright and highly motivated individuals has yielded a record number of passionate, expert speakers for this year's #GFHEU19 conference. We have never had such a wonderful cast and your challenge is to pick the right presentations for you from the 90 we have on offer.

This year is our first conference to have the support of the Dutch Ministry of Health, Wellbeing and Sport and the Netherlands Enterprise Agency, part of the Ministry of Economic Affairs. We are delighted to welcome back Secretary General Erik Gerritsen. Erik plays a key role as an ambassador for our industry and his enthusiasm for serious games lit up last year's conference. We are thrilled that he is back for #GFHEU19.

We are delighted that this year's conference will witness the launch of a further citizen science initiative. Bernhard van Oranje, the co-founder of Lymph&Co, will be here to launch 'UNMASK' a major project in the fight against Lymphoma. It is an honor to welcome Bernhard, and we are so pleased that the #GFHEU19 is the venue for the launch of this very exciting initiative.

A key feature of our conference is the exhibitors, whom we are delighted to welcome back to the expo floor to demonstrate established solutions and new offerings. Past conference visitors have consistently told us that the exhibition area has been a highlight of their attendance. There will be plenty on show again this year to excite and intrigue you.

Last, but by no means least, we are thrilled to have you here. Without your dedication and support there wouldn't be an annual Games for Health Europe. So, whether this is your first Games for Health, or if you are a 'frequent flyer', we are delighted to have you here with us. Interact, be curious, and most of all, have fun. We are sure you will return home satisfied, happy and full of exciting new ideas. Welcome to #GFHEU19!

On behalf of the entire Games for Health team,

Sandra & Jurriaan van Rijswijk
Treasurer & Founder of the Games for Health Europe Foundation



Wifi

Access Point : join_gfheu

Password : GFHEU2019

PROGRAM | DAY 1

7 OCTOBER 2019

8:30

REGISTRATION & COFFEE

9:30

OPENING SESSION / KEYNOTES

MAIN ROOM

OPENING SESSION

CONFERENCE HOST

John Harrison

Prof. Principal Consultant Metis Cognition Ltd. (UK)

Welcome to Games for Health 2019

PRESIDENT

Jurriaan van Rijswijk

Founder and Chairman Games for Health Europe Foundation (NL)

KEYNOTES

Anthony DeBenedet

Huron Gastro (US)

Playful Intelligence: The Power of Living Lightly in a Serious World

Ellis Bartholomeus

CPO Ellis in Wonderland (NL)

Artificial Stupidity

10:30

BREAK & DEMO VISITS

10:45

10:45

= PARALLEL SESSIONS
 = KEYNOTE
 = WORKSHOP

CHILDRENS HEALTH

SESSION ROOM 1

Juliane Leinweber & Jens Ullrich
Trier University of Applied Sciences (DE)
Designing a game-based language learning app for children

Bard Wartena
NHL Stenden University of Applied Sciences (NL)
Participatory design for a behavior change support system towards social skills for children with autism

Shivani Lamba
Brightlobe (UK)
Story above science: the soul of healthcare technology and games for children

Judith Vuyk & Marloes de Ruiter
's Heeren Loo zorggroep (NL)
My future pictured

Jeroen Boschma
Game Solutions Lab (NL)
Increation

INNOVATIVE DATA COLLECTION FOR PERSONAL MEDICINE

SESSION ROOM 2

Loes Keijsers
Tilburg University (NL)
Measuring real-life emotions and behaviors with Experience Sampling Methods. An opportunity for personalized insights

Egge van der Poel
Erasmus Medical Centre / Jheronimus Academy of Data Science / TIAS Business School (NL)
How Big Data is creating inequality. And why that's a good thing

Joost Hermans
Game Solutions Lab (NL)
Meaningful data for patients

Benjamin Timmermans
IBM Center for Advanced Studies Benelux (NL)
Learning from disagreement in unskilled crowdsourcing

DESIGN & RESEARCH

SESSION ROOM 3

Andressa Pinheiro & João Zaggia
Triunica Gamification (BR)
microGAMElearning

Petar Jerčić
Blekinge Institute of Technology (SE)
From models to measurements of emotions in affective serious games

Dennis Arts & Len Kromkamp
School of Sport Studies, Fontys University of Applied Sciences (NL)
Exploring board games as a tool for envisioning mHealth solutions

Alicja Droszcz & Tomasz Pomorski
OmniChip Sp. z o.o. (PL)
Games for All

Miriam Boer
Antoni van Leeuwenhoek Academy (NL)
Let the games begin!

KOSTENBESPARINGEN MET NIEUWE VERDIENMODELLEN

SESSION ROOM 4 DUTCH SPOKEN

Tijdens de workshop zullen Ingrid Thuis en Thomas Hoyng ingaan op:

- De inhoudelijke opzet van Gezonde Nieren (transmuraal programma)
- De ervaringen die wij de afgelopen 4 jaar tijdens pilots in de regio Amersfoort en Den Bosch hebben opgedaan
- De belemmeringen bij opschaling van een "best practice" gezondheidsprogramma als Gezonde Nieren
- De organisatorische uitdagingen bij een transmuraal gezondheidsprogramma
- De financiële uitdagingen bij opschaling van een transmuraal gezondheidsprogramma
- De mogelijkheid tot het gebruik van een Health Impact Bond voor investeringen in een gezondheidsprogramma

John-Paul van Heel
Rabobank Regio Eindhoven (NL)

Ingrid Thuis & Thomas Hoyng
Gezonde Nieren (NL)

RVO: INTERNATIONAL FUNDING OPPORTUNITIES

SESSION ROOM 5

In this workshop RVO (Netherlands Enterprise Agency) introduces you to the European research and innovation funding landscape. Get acquainted with the funding opportunities, receive tips and tricks, and discuss your ideas with RVO

Niels van Leeuwen
Introduction to the European research and innovation funding landscape (NL)

Michelle Lemmers
Liaison Officer at the Netherlands Enterprise Agency (NL)

Tonnie Rijkers
Senior advisor Life Sciences & Health at the Netherlands Enterprise Agency (NL)

Ruben Wassink
Senior advisor international research and innovation cooperation at the Netherlands Enterprise Agency (NL)

ESCAPE ROOM DUTCH SPOKEN

ESCAPE ROOM

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 & DEMO VISITS

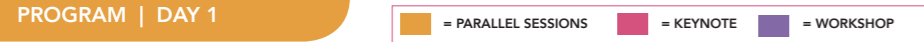
13:30

KEYNOTE

MAIN ROOM

Lisette van Gemert-Pijnen
University of Twente (NL)
Development of a persuasive game to manage wicked problems: One Health Hub

14:15



14:15 SESSION ROOM 1

EDUCATION	Sheheryar Banuri University of East Anglia (UK) <i>The use of video vignettes to measure health worker knowledge - evidence from Burkina Faso</i>
	Diogo Silva & Isabel Azevedo nobox (PT) <i>Anesthesiadas: the leadership game for anesthesiologists</i>
	María José Urbiola Gallegos Broca Living Lab (FR) <i>VirtuAlz - Virtual patient simulation tool for training healthcare staff working with people with Alzheimer</i>
	Tanya Boghikian Western Health (AU) <i>Simply effective playing serious games: Human factor training within the Emergency Department</i>
	Eric Jutten & Huib Kouwenhoven The Simulation Crew (NL) <i>The Virtual Client: practicing social skills in health care</i>
	Kathalijn Vergeer KALA (NL) <i>Playful in Transition</i>

SESSION ROOM 2

PUBLIC HEALTH	Daniel Tolks Centre for Applied Health Promotion, Leuphana University Lüneburg (DE) <i>The Wellbeing Game. How to foster wellbeing using gamification</i>
	Aleksandra Stefaniak Wroclaw Medical University, anti-vaxxers.biz (PL) <i>Success of Polish tricky pro-vaccine game raising awareness about conspiracy theories. Case study</i>
	Michiel Janssen Fitness Pets (BE) <i>Fitness Pets - the less serious fitness tracker</i>
	Brigit Heemskerck Healthy Society (NL) <i>A chronic disease self management program that support the development of health skills</i>
	Maaïke Droogers & Jan Jansen European Public Health Association (EUPHA) & BOJAN Advies (NL) <i>Escape room for health professionals: will they escape?</i>
	Naomi Mwasambili Chanua Health (UK) <i>Neuro Champions: A public engagement approach to training mental health and neuro science leaders of the future through games</i>

SESSION ROOM 3

DESIGN & RESEARCH PART II	Max Birk Eindhoven University of Technology (NL) <i>Investigating avatar customization as a motivational design strategy for improving engagement with serious games</i>
	Eefje Battel Howest University of Applied Sciences (BE) <i>Exergames & digital coaching: the future of technology is human</i>
	Raoul Nuijten Eindhoven University of Technology (NL) <i>Evaluation of the impact of extrinsic rewards on user engagement in a health promotion context</i>
	Charlotte van Tuyckom Howest School of Applied Sciences (BE) <i>All puppies and sunshine?! Some insights on the 'dark side' of gamification in health and fitness apps</i>
	Iris Hendrickx & Jelte van Waterschoot Centre for Language Studies, Raboud University & University of Twente (NL) <i>BLISS demo: speaking with the computer to make you feel better</i>
	Lena Hendlmeier Institute for Design Science e.V. Munich (DE) <i>The game reloaded</i>

SESSION ROOM 4



DE GEZONDE REKENKAMER	De financiering van preventie en gezondheidszorg is door het jaar heen op vele congressen onderwerp van gesprek. Alles is Gezondheid, het Nederlands Congres Volksgezondheid, Ucreate, het Institute of Positive Health, Games for Health Europe, en Zelfzorg Ondersteund hebben besloten de handen ineen te slaan. Gezondheid moet gaan lonen! Tijdens de twee voorgaande congressen is in de Gezonde Rekenkamer de dialoog over het verdienmodel van gezondheid besproken, en is lering getrokken uit de nieuwe verdienmodellen die in de huidige digitale samenleving aan het ontstaan zijn. Het is nu tijd voor een volgende stap: hoe kunnen we het ontstaan van de (digitale) gezondheidsmarkt en daarbij behorende verdienmodellen stimuleren, en tegelijkertijd de publieke belangen van de volksgezondheid en behoefte aan structurele aandacht voor preventie borgen.
	Karin van Ruiten Hoofd Programma Alles is Gezondheid (NL)
	Thomas Plochg Directeur Gezondheids Federatie (NL)

SESSION ROOM 5



GAMING FOR LYMPHOMA	Designing UNMASK a citizen science game for the development of a vaccine against Lymphoma. Become a Superhero and UNMASK the evil cells
	Karien de Rooij ZonMw, Lymph&Co (NL) Workshop Leader
	Anke van den Berg University Medical Centre Groningen (NL) <i>Finding mistakes in lymphoma cells</i>
	Marianne Boes University Medical Centre Utrecht (NL) <i>Neoantigens for lymphoma immunotherapy</i>
	Victor Peperzak University Medical Centre Utrecht (NL) <i>Introduction to his work</i>
	Joost Kluiver University Medical Centre Groningen (NL) <i>Introduction to research at vaccin for Lymphoma</i>
	Miriam Boer Antoni van Leeuwenhoek Academy (NL) <i>Let the games begin!</i>

ESCAPE ROOM

ESCAPE ROOM	In de Escape Room leren zorgmedewerkers - op een speelse manier - hoe ze de persoonlijke zorg kunnen leveren die bij de fictieve hoofdpersoon Ria past.
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15:45

BREAK & DEMO VISITS

16:00

KEYNOTES	MAIN ROOM
	Ilias Iakovidis Adviser of European Commission (BE) <i>Games for HEALTH - what more could we do?</i>
	Bernard van Oranje His Highness Prince of Oranje / Founder Lymph&Co (NL) <i>Lymph&Co</i>
	Closing John Harrison Prof. Principal Consultant Metis Cognition Ltd. (UK)

17:00

NETWORK & DRINKS

18:00

8:30

REGISTRATION & COFFEE

9:30

MAIN ROOM

OPENING CONFERENCE HOST

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

Marcel Olde Rikkert

 Full professor in Geriatrics, Radboud University Medical Center (NL)
Game well! Age well!
Erik Gerritsen

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

10:30

BREAK & DEMO VISITS

10:45

SESSION ROOM 1

Derek Kuipers

NHL Stenden University AS (NL)

Design for transfer: a novel approach to G4H
Sophie Mobbs

 Inland Norway University of Applied Sciences (NO)
Gaming against depression: Using virtual reality immersive game experiences as a life-enhancing and drug-free treatment for elderly patients suffering from profound depression
Samuel Benveniste

Broca Living Lab (FR)

Virtual Diogenes-Virtual reality therapy for hoarding disorder
Elise Klæbo Vonstad

 Norwegian University of Science and Technology (NO)
User perspectives on safety, acceptability and feasibility of VR treadmill training for stroke patients

SESSION ROOM 2

 DUTCH SPOKEN

Erik Gerritsen

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

Het NPA is geen spel, en toch
Jurriaan van Rijswijk

Founder and Chairman Games for Health Europe Foundation (NL)

Spelen is beter dan genezen, een variatie op het thema voorkomen is beter dan genezen
Manon Hillegers

 Erasmus MC - Sophia Childrens Hospital Rotterdam (NL)
 IRIS: vroegsignalering voordat preventie te laat is bij jongeren

Mascha Kamphuis

 Landelijk Expertise Centrum Kindermishandeling (LECK) (NL)
Zet in op (zeer) vroeg voorkomen!
Richelle Kosse

Almirall (NL)

App verbetert medicatiegebruik van jonge astma patiënten

SESSION ROOM 3

SILVER GAMES

Gerjanne van Gink

Studio Gerjanne van Gink (NL)

Alzheimer Empathy Collection - ADS-mirror
Manon Junggeburth

Game Solutions Lab (NL)

MatchIt - a game to connect elderly
Liesbeth Bonekamp & Chantal van Kruijsdijk

Game Solutions Lab & Coöperation DELA (NL)

Connecting generations - fighting loneliness
Marita Bossers

Planetree (NL)

*Improve engagement of staff
(our recent experiences with Ria's Escape Room)*
Stijn Frankfoorder

Jaimes (NL)

Millennials & Mental Health: the power of mini-games

SESSION ROOM 4

YOUNG IMPACT

In a time where everyone else seems to do just perfect, this workshop will be the opposite of perfection. It will be raw, honest and vulnerable as a group of passionate young people come together. They will start a real conversation – together with you – about the immense pressure, doubt and anxiety many young people feel. It's time to take action as more proactive and preventative solutions for mental health is needed.

Maarten Dijk

Motor Kommunikation GmbH- Berlin (DE)

Let's start the real talk?
Pam Boschma

Antoni Agency (DE)

Young impact

SESSION ROOM 5

GAMEEVOLUTION

Many years ago the first serious games were more or less tolerated. Today serious games create a revolution in healthcare and society. In this ideation session we will discuss the future of playful intelligence and serious games.

Rob Tieben

Game Solutions Lab

ESCAPE ROOM

 DUTCH SPOKEN

ESCAPE ROOM

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12:15

LUNCH & DEMO VISITS

13:30

KEYNOTE

MAIN ROOM

Wico Mulder

Dutch National Knowledge and Innovation Center for Youth Health Care (NL)

The art of making prevention work in youth health (from urgency to essence)

14:15

REHAB

SESSION ROOM 1

Beant Kaur Dhillon

Freelance Consultant (NL)

Come play with me! User research with children with Cerebral Palsy

Fares Kayali & Cosima Prahm

University of Vienna (AT) & BG Trauma Center/ Eberhard Karls University (DE)

Augmented reality games in phantom limb pain therapy

Santiago Brandi

Eodyne Systems (SP)

The Pirates app: a digital tool for pediatric rehabilitation

Interreg NWE

VR4REHAB project team pitches

HET NATIONAAL SPELLEN AKKOORD

SESSION ROOM 2

DUTCH SPOKEN

Derek van Enk

Yes We Can Clinics (NL)

Vernieuwende doorbraak in de GGZ

Albert van de Wiel

Technical University Delft (NL)

Gezonde Botten

Hilbrand Jacobs

Hilbrand Jacobs (NL)

Het verschil ontstaat door doen, ervaren en groei

15:15 hrs. Erik Gerritsen

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

Afsluitende panel discussie

BEHAVIORAL CHANGE

SESSION ROOM 3

Fabio Guaricci

TOY design (IT)

Awareness Toys - educational toys for independence

Rosemary Lokhorst

Shadow's Edge (CH)

Graffiti & Guardians - Is gaming the new pill?

Gwen Dziwenko

Glenrose Rehabilitation Hospital (CA)

Cognitive video game for older adults; The Glenrose Grocery Game

Samantha Brooks

Liverpool John Moores University (UK)

App-based working memory training: neural correlates of improved impulse control in health and psychiatric disorder

HET VERZORGINGSHUIS VAN DE TOEKOMST

SESSION ROOM 4

DUTCH SPOKEN

Hoe zou jij willen wonen als je 90 bent. Bestaan verzorgingshuizen dan eigenlijk nog wel? En wat zou je dan de hele dag willen doen? Vragen waar je waarschijnlijk nu nog helemaal niet mee bezig bent. Toch is het belangrijk hier bij stil te staan en een blik in de toekomst te werpen. Laten we dit samen doen door te brainstormen en het gesprek aan te gaan over hoe wij oud zouden willen worden.

Marc Feitsma

BeBright Consultancy (NL)

Manon Junggeburth

Game Solutions Lab (NL)

Sjoerd Emonts

BeBright Consultancy (NL)

Joost Hermans

Game Solutions Lab (NL)

DO NOT BE AFRAID OF IP AND MEDICAL DEVICE REGULATIONS

SESSION ROOM 5

René Otto

van Iersel Luchtman Attorneys (NL)

Realizing innovation by playing with IP

Tim de Klerck

van Iersel Luchtman Attorneys (NL)

Playing with IP and Medical Devices Regulations

Tomas van Rijn

Netherlands Patent Office (NL)

Realizing innovation by playing with IP

ESCAPE ROOM

ESCAPE ROOM

DUTCH SPOKEN

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15:45

15:45

BREAK & DEMO VISITS

16:00

MAIN ROOM

Zayna Khayat

Future Strategist / Saint Elizabeth Healthcare (SE Health) / Lead of Futures team (CA)
The Future of Health in an Aging Society

Surprise

CLOSING CEREMONY

CONFERENCE HOST

John Harrison

Prof. Principal Consultant Metis Cognition Ltd. (UK)

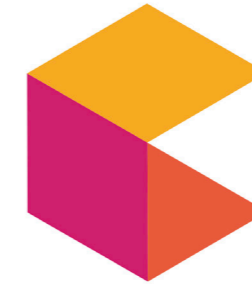
17:00

NETWORK & FAREWELL DRINKS

18:00

KEYNOTE & CLOSING CEREMONY

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GAMES FOR HEALTH

12 & 13 OCTOBER 2020



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Games for Health Europe



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