

PROGRAM | 31 MARCH 2025

DAY 1					
9.00 - 10.00	REGISTRATION FLOOR REGISTRATION & COFFEE				
10.00 - 11.00	PODIUM HALL PLENARY OPENING CONFERENCE HOST John Harrison CHAIRMAN Jurriaan van Rijswijk An overview of 10 years GFHEU				
	KEYNOTE SESSION Games 4 Society: How Gaming Can Improve Remote Sensing of the Earth Marco Beijersbergen cosine (NL)				
11.00 - 11.15	CATERING & EXHIBITION AREA COFFEE BREAK				
11.15 - 12.45	PARALLEL SESSIONS				
	PODIUM HALL TRACK Play Behavior & Design Research Moderated by Rob Tieben The best design practices for playful health innovations.				
	Danica Mast The Hague University (NL) The Participant Journey, Map for Playful Interaction in (semi-) Public Spaces				
	Liga Berzina uzvediba.lv (LV) How to Understand and Change a Challenging Behavior at School				
	Sander Bakkes Utrecht University (NL) How Pinball Play Supports Wellbeing				
	Zofia Einhorn ThePlayground (IL) Winning Hearts: The Quest Where Health Meets Gamification				
	SESSION ROOM 2 TRACK Mental Health Moderated by Marita Bossers How can the power of play increase mental well-being & happiness?				
	Dylan Arnold Abertay University (GB-SCT) Video Games: A Tool for Mental Health or a Risk Factor?				
	Ellis Bartholomeus ellis in wonderland (NL) POP: Power of Play				
	Emmie Koevoets Wilhelmina Children's Hospital (NL) Play Behavior and Mental Health of Children With a Chronic Condition				
	Puck Noorlag Erasmus MC (NL) Grow It! - a Gamified Smartphone App to Promote Overall Mental Wellbeing				
	SESSION ROOM 3 TRACK Public Health & Prevention Moderated by John Harrison How can we utilize gameplay for a healthier society?				
	David Wortley International Society for Digital Medicine (UK) How Gamification, Wearables, Lifestyle Medicine and AI Could Transform Public Health				
	Diana Eijgermans The Hague University of Applied Sciences (NL) The Influencergame: Empowering Prevocational Students to Counter Health Misinformation through Serious Gaming				
	Drew Crecente Jennifer Ann's Group (US) Gaming Against Violence: Bespoke Prosocial Video Games for Violence Prevention				
	Olivier Blanson Henkemans TNO Child Health (NL) ePartners4All: A Co-Creation Initiative for Enhancing Child Wellbeing through Edutainment and Interactive Robot Support				

DAY 1	
11.15 - 12.45	<div> <div> PARALLEL SESSIONS </div> </div>
	<div> <div> <div> <div>SESSION ROOM 4</div> <div>WORKSHOP</div> <div> How to Fund Your Innovation <i>Moderated by</i> Stephan Hulsbergen </div> <div>Experienced investors teach you how to better raise funding for your start-up innovation.</div> </div> <div> <div>Facilitators:</div> <div>Stephan Hulsbergen, BOM (NL)</div> <div>Rachel Embregts BOM (NL)</div> </div> <div> <div>Organized by</div> <div>BOM (NL)</div> </div> </div> </div>
	<div> <div> <div> <div>FOYER</div> <div>ONGOING EVENTS</div> <div>Play, experience, discuss: try out the demonstrations, available all day!</div> </div> <div> <div>Escaperoom</div> <div>Games for Health (NL)</div> </div> <div> <div>Play it Forward</div> <div>Games for Health (NL)</div> </div> <div> <div>Coded Games</div> <div>Coded Club (NL)</div> </div> <div> <div>From Research to Reality: The Future of Health, Work & AI</div> <div>ZenStorm (NL)</div> </div> </div> </div>
12.45 - 14.00	<div> <div> CATERING & EXHIBITION AREA LUNCH & DEMO SESSIONS </div> </div>
14.00 - 15.30	<div> <div> PARALLEL SESSIONS </div> </div>
	<div> <div> <div> <div>PODIUM HALL</div> <div>WORKSHOP</div> <div> Sustainability Scope 3 <i>Moderated by</i> Jurriaan van Rijswijk </div> <div>In this workshop hosted by Philips, we will turn the collective ideas for transforming supply chains into one sustainable, achievable action plan.</div> </div> <div> <div>Facilitator:</div> <div>Jurriaan van Rijswijk, Games for Health (NL)</div> </div> <div> <div>Speakers:</div> <div>Robert Metzke, Philips (NL),</div> <div>Els Ducheyne, DiCE (BE)</div> <div>Hüseyin Keke, Ruhr University Bochum (DE)</div> </div> <div> <div>Organized by</div> <div>Philips (NL)</div> </div> </div> </div>
	<div> <div> <div> <div>SESSION ROOM 2</div> <div>TRACK</div> <div> Training Tools & Education <i>Moderated by</i> Wouter Sluis-Thiescheffer </div> <div>Can we increase the effectiveness of training & education using games?</div> </div> <div> <div>Wout van Nierop</div> <div>Getinge (NL)</div> <div>A Game as a Tool for Learning a Surgical Procedure</div> </div> <div> <div>Mark van Kuijk</div> <div>Games for Health (NL)</div> <div>How to Fail a Shipping Test Multiple Times</div> </div> <div> <div>Chris Hegers</div> <div>Bestronics Development (NL)</div> <div>Vasoview Vessel Harvesting Gaming System</div> </div> <div> <div>Olivier Hokke</div> <div>Game Tailors (NL)</div> <div>Game-based Training</div> </div> <div> <div>Wouter Sluis-Thiescheffer</div> <div>HAN University of Applied Sciences (NL)</div> <div>Education Escape Room for Mental Health Professionals</div> </div> </div> </div>
	<div> <div> <div> <div>SESSION ROOM 3</div> <div>WORKSHOP</div> <div> Artificial Intelligence & Ethics <i>Moderated by</i> Ildikó Vajda </div> <div>Discuss practices and ethical considerations of using AI in healthcare, using real-world case studies.</div> </div> <div> <div>Facilitator:</div> <div>Ildikó Vajda, Netherlands Patients Federation (NL)</div> </div> <div> <div>Speakers:</div> <div>Danielle Sent, Jheronimus Academy of Data Science (NL)</div> <div>Laura Steman, Floortje App BV (NL)</div> <div>Martijn Gummink, Floortje App BV (NL)</div> </div> </div> </div>

DAY 1					
14.00 - 15.30	PARALLEL SESSIONS				
	<p>SESSION ROOM 4</p> <p>WORKSHOP</p> <p>Pitch Your Innovation!</p> <p>Moderated by Wendy Maas</p> <p>In this workshop, start-ups pitch their ideas for direct feedback from an audience of experienced investors.</p>	<p>Facilitators:</p> <p>BOM (NL)</p> <p>ScaleUp (NL)</p> <p>NLC (NL)</p> <p>NL Investeert (NL)</p>	<p>Jury members:</p> <p>Stephan Hulsbergen, BOM (NL)</p> <p>Patrick van Eekeren, M&I/Partners (NL)</p> <p>Jeroen Cremers, ScaleUp Capital (NL)</p>	<p>Organized by</p> <p>BOM (NL)</p> <p>ScaleUp (NL)</p> <p>NLC (NL)</p> <p>NL Investeert (NL)</p>	
	<p>FOYER</p> <p>ONGOING EVENTS</p> <p>Play, experience, discuss: try out the demonstrations, available all day!</p>	<p>Escaperoom</p> <p>Games for Health (NL)</p>	<p>Play it Forward</p> <p>Games for Health (NL)</p>	<p>Coded Games</p> <p>Coded Club (NL)</p>	<p>From Research to Reality: The Future of Health, Work & AI</p> <p>ZenStorm (NL)</p>
15.30 - 15.45	CATERING & EXHIBITION AREA TEA BREAK				
15.45 - 16.45	<div> <div> PODIUM HALL KEYNOTE SESSION </div> <div> <i>The Future of AI, Who's at the Wheel?</i> </div> <div> Carlo van de Weijer Eindhoven University of Technology - EAISI (NL) </div> </div> <hr/> <div> <div> </div> <div> <i>Floortje</i> </div> <div> Laura Steman & Martijn Gemmink Floortje App BV (NL) </div> </div> <hr/> <div> <div> </div> <div> <i>Q&A Session with Chairman of the Board of CZ</i> </div> <div> Joep de Groot CZ (NL) </div> </div> <hr/> <div> <div> </div> <div> <i>Q&A Session with Chairman of the Board of the National Health Care Institute</i> </div> <div> Mark Janssen National Health Care Institute (NL) </div> </div> <hr/> <div> <div> </div> <div> <i>Closing</i> </div> <div> John Harrison Metis Cognition Ltd. (UK) </div> </div>				
16.45 - 17.45	CATERING & EXHIBITION AREA NETWORK DRINKS				

PROGRAM | 1 APRIL 2025

DAY 2						
9.00 - 10.00	REGISTRATION FLOOR REGISTRATION & COFFEE					
10.00 - 11.00	PODIUM HALL PLENARY OPENING	CONFERENCE HOST John Harrison CHAIRMAN Jurriaan van Rijswijk	Metis Cognition Ltd. (UK) Games for Health Europe (NL)			
	KEYNOTE SESSION	Digitalization and Data in Healthcare	Lisette van Gemert-Pijnen University of Twente (NL)			
		Data, Complexity, Learning	Egge van de Poel Eggewel (NL)			
11.00 - 11.15	CATERING & EXHIBITION AREA COFFEE BREAK					
11.15 - 12.45	PARALLEL SESSIONS					
	PODIUM HALL WORKSHOP	Map Your Innovation Journey Moderated by Theresa Cardoso Ribeiro A workshop to better understand common bottlenecks and learn from both reflections and experiences.	Facilitators: Theresa Cardoso Ribeiro, National Health Care Institute (NL) Nicolette Bodewes, Games for Health (NL) Organized by National Health Care Institute (NL) Games for Health (NL)			
	SESSION ROOM 2 TRACK	Play Behavior & Design Research Moderated by Ellis Bartholomeus The best design practices for playful health innovations.	Bard Wartena & Joanneke Weerdmeester NHL University of Applied Sciences & HKU Hogeschool/Monobanda (NL) Design Rationales in E-Health Junior: Navigating the Playground of Design	Dennis Arts Fontys Hogeschool - Sport Studies (NL) Designing Tools for Interdisciplinary Collaboration: From Research Prototype to Digital and Tangible Boardgame	Stéphanie Carlier IDLab - Ghent University (BE) Empowering Health: Personalised Serious Games and Gamification	Lorenzo James Technical University Eindhoven (NL) Toward Enhancing Engagement in mHealth Apps: Balancing Health and Entertainment with AI-Driven Level Structures and Dark Game Design Patterns
	SESSION ROOM 3 TRACK	Transforming Healthcare Systems Moderated by John Harrison Future-proofing our healthcare systems using gaming technologies.	Anne-Laure Héritier DIVERSSITY SA (CH) Data-driven System for Autistic Care Using Mixed Reality Games	Julie Vranken Hasselt University, Hospital East-Limburg & Jessa Hospital (BE) Remote Monitoring@Home: Transforming Care Towards Hybrid Care	Charlotte Poot Stichting Hospital Hero / Leiden University Medical Centre (NL) Empowering Children Through the Hospital Hero App: A Serious Game to Reduce Fear and Anxiety for Radiological Examinations.	Oscar Dalmau Ibañez UManresa Uvic-UCC (ES) Healthcare Skills Toolbox: Enhance the Adaptability to New Scenarios

DAY 2				
11.15 - 12.45	PARALLEL SESSIONS			
	SESSION ROOM 4 TRACK How gaming technologies can engage more people in science and improve our data.	Citizen Science <i>Moderated by</i> René Luigies	René Luigies Games for Health (NL) <i>Citizen Science: What We Learned</i> <i>From the Past for the Future</i>	Berry Hermans & Mark van Kuijk Games for Health (NL) <i>UNMASK – Citizen Science</i> <i>Contribution to Research</i>
			Anna Higuera Ideas for Change (ES) <i>ETAIN 5G Scientist</i>	
	SESSION ROOM 5 WORKSHOP How can we ensure all patients can follow the digital transformation?	Digital Inclusion	Réka Deuten - Makkai Digital Society Alliance (NL) <i>Digital Inclusion in Healthcare</i> <i>Using a Game</i>	
	FOYER ONGOING EVENTS Play, experience, discuss: try out the demonstrations, available all day!	Escaperoom Games for Health (NL)	Play it Forward Games for Health (NL)	Coded Games Coded Club (NL)
				From Research to Reality: The Future of Health, Work & AI ZenStorm (NL)
12.45 - 14.00	CATERING & EXHIBITION AREA LUNCH & DEMO SESSIONS			
14.00 - 15.30	PARALLEL SESSIONS			
	PODIUM HALL WORKSHOP How can we scale up and successfully implement health-care innovations across multiple healthcare institutions?	Scale Up Your Innovation <i>Moderated by</i> Jurriaan van Rijswijk	<i>Facilitators:</i> Jurriaan van Rijswijk, Games for Health (NL)	<i>Organized by</i> National Health Care Institute (NL) Games for Health (NL)
	SESSION ROOM 2 TRACK How can we engage patients better to improve their self-sufficiency?	Patient Engagement <i>Moderated by</i> Teun Schutte	Teun Schutte Budiya (NL) <i>Building an Inclusive, Data-driven and Value-based Healthcare System</i>	Wendy Maas Axon Healthcare (NL) <i>Building an Inclusive, Data-driven and Value-based Healthcare System</i>
				Réka Deuten-Makkai Digital Society Alliance (NL) <i>Building an Inclusive, Data-driven and Value-based Healthcare System</i>

DAY 2	
14.00 - 15.30	PARALLEL SESSIONS
	<div><div>SESSION ROOM 3 TRACK</div><div><div>Rehab</div><div>Moderated by John Harrison</div></div><div>Engaging patients long-term in rehabilitation is difficult; can games improve that?</div></div> <div><div>Ruud van der Wel</div><div>My Breath My Music (NL) Respiratory Therapy through Gaming</div></div> <div><div>Gordon Brown</div><div>Abertay University (GB-SCT) T-Wrecks: An Exergame Exploring Difficulty Adaptation and Player Engagement through Lane-Based Movement</div></div> <div><div>Joke Veltman</div><div>IQ Health (NL) Melody Game: Music Training App for Deaf CI Users</div></div> <div><div>Natasja Paulssen</div><div>Dutch Rose Media (NL) AR ExerGames: Promoting Physical Activity Through Augmented Reality</div></div>
	<div><div>SESSION ROOM 4 TRACK</div><div><div>XR in Health</div><div>Moderated by Remco Hoogendijk</div></div></div> <div><div>Remco Hoogendijk</div><div>Sint Maartens Clinic (NL) Rehab Re-Imagined</div></div> <div><div>Fares Kayali</div><div>University of Vienna (AT) StableHandVR - Virtual Reality Training for Restoring Hand and Finger Function</div></div> <div><div>Roger ter Heide</div><div>ImproVive (NL) Innovating Healthcare Using XR and AI Technology</div></div> <div><div>Gert-Jan Brok & Joep Janssen</div><div>InMotion VR (NL) & HoloMoves (NL) XR in Rehabilitation Care</div></div>
	<div><div>SESSION ROOM 5 WORKSHOP</div><div><div>Design for Implementation in Healthcare</div></div><div>Learn about the importance and application of a proper Health Technology Assessment from experts.</div></div> <div><div>Facilitators:</div><div>Meyke Roosink, University of Twente (NL) Stephanie Jansen-Kosterink, Roessingh Center for Rehabilitation (NL) Lisette van Gemert-Pijnen, University of Twente (NL) Ruud Verdaasdonk, University of Twente (NL)</div></div> <div><div>Organized by</div><div>University of Twente (NL) Roessingh Rehabilitation Centre (NL)</div></div>
	<div><div>FOYER ONGOING EVENTS</div><div>Play, experience, discuss: try out the demonstrations, available all day!</div></div> <div><div>Escaperoom</div><div>Games for Health (NL)</div></div> <div><div>Play it Forward</div><div>Games for Health (NL)</div></div> <div><div>Coded Games</div><div>Coded Club (NL)</div></div> <div><div>From Research to Reality: The Future of Health, Work & AI</div><div>ZenStorm (NL)</div></div>
15.30 - 15.45	CATERING & EXHIBITION AREA TEA BREAK
15.45 - 16.45	<div><div>PODIUM HALL KEYNOTE SESSION</div><div><div>Broaden Our Horizon: A Different View on the Evaluation of Games for Health</div><div>Stephanie Jansen-Kosterink</div><div>Roessingh Center for Rehabilitation (NL)</div></div></div> <div><div>Closing ceremony & video</div><div><div>John Harrison</div><div>Metis Cognition Ltd. (UK)</div></div></div>
16.45 - 17.45	CATERING & EXHIBITION AREA NETWORK DRINKS