



**GAMES FOR HEALTH EUROPE**  
**2025**

## **DISCLOSURE SLIDE**

for presentations at the

**GAMES FOR HEALTH EUROPE 2025** CONFERENCE

I herewith confirm that there is not any conflict of interest with the conference organization or any of its sponsors.

# Innovations in healthcare using XR and AI technology

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**IMPROVIVE**

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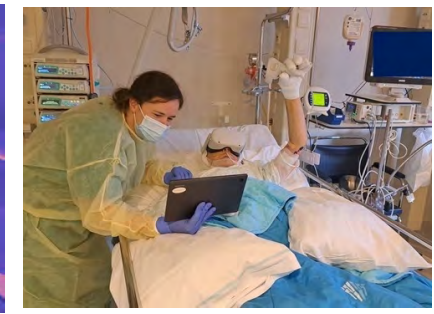
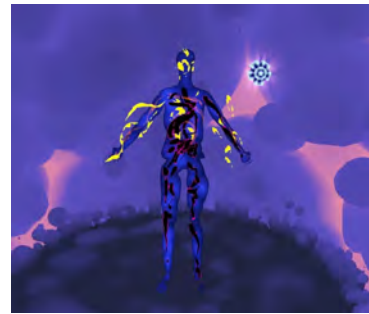
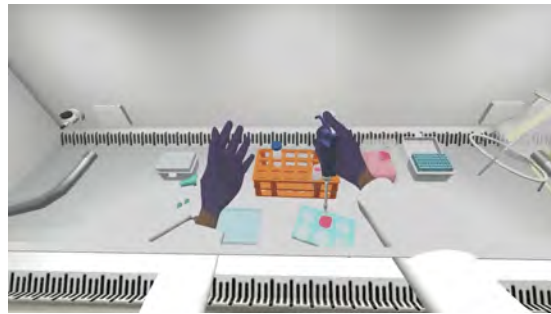
Combining AI and Game technology for multiple platforms

Solutions for **Healthcare, Education, Change, Culture and Business.**

# IMPROVIVE

# PORTFOLIO

## IMPRESSION



# UZ Leuven: Exercising within the ICU

## Relationship

Co-creating a solution that motivates patients needing critical care to exercise.

## Results

- Practical to use
- Positive response from most patients
- Able to activate all people within the target group
- Paper published on safe use



# Utrecht UMC: Operating Room preparation training



Ok Ready is a project with **University Medical Center Utrecht** for training Operation and Anesthesia assistants on setting up the operating room prior to an operation.

Now being used for over 2 years and discussing possibilities to share with other Hospitals.



UMC Utrecht

IMPROVIVE

# SoulPaint



SOUL PAINT exists at the nexus of immersive technology, creative storytelling and wellbeing to explore the richness of the embodied human experience.

Through the process of bodymapping, 3D drawing and movement, they are invited to reveal their unique inner reality and then observe the creations of others. Using interactive technology in a genre-pushing way, this experience encourages new forms of embodied insight, allowing us to reflect on the diversity of human experience on an individual and global level.



# Psychosis



We are currently creating an VR-experience to make people more aware of the impact psychosis.

By playing a first person experience it allows people to get a better understanding of what it can mean to have a psychotic episode.



One of the sources of inspiration is a 2017 entertainment game “Hells blade Senua’s Sacrifice” for the way they use audio.

But we are creating a setting that works better in an educational setting.

# AI powered Virtual Training

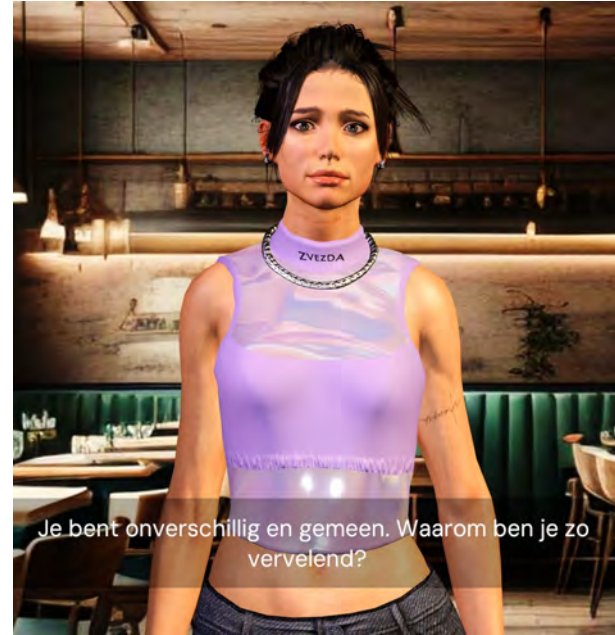
Conversational training

- patients
- colleagues

On PC, Web mobile,  
VR or XR depending on  
the needs.



# AI powered Virtual Experiences



Make it easy to tailor scenarios without coding

## AI powered Coach

Form and method can be determined by the designer.

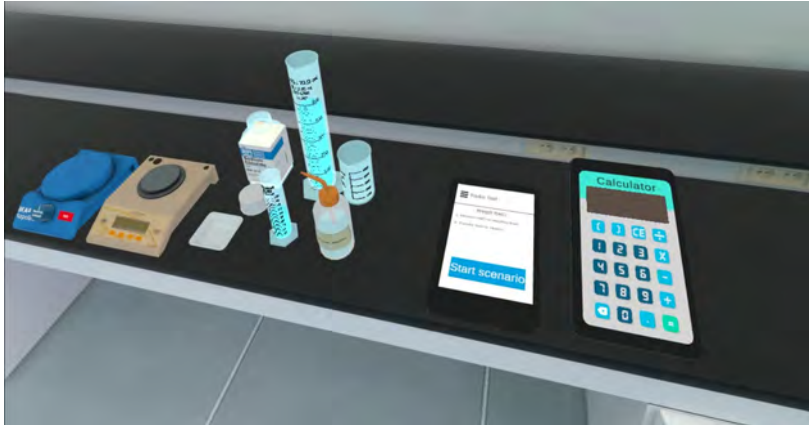


# Interactive coach using AI

Providing assistance with

- progress
- mistakes
- equipment
- procedures

And answer general questions.



# Spatial intelligence in Mixed Reality

Physical objects can become part of the training and be added to an AI's knowledge base.



# AI is a tool that can help improve your design

- AI is a great tool for conversational designs
- Users like the possibility of non-verbal communication
- Get control by integrating it within a game engine
- Facilitates flexibility in design

## Applications

- Training and coaching
- Digital Guide or Expert
- Games for Change
- Digital Surveys

# Concluding remarks

Serious games have evolved to use new technologies such as VR, XR and now AI

They are shortening the time people need for rehab, treatment, and training

Making it easier to provide quality experiences and less demanding on healthcare providers.



**Demo AI possibilities  
please visit our booth**

# Questions?

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