



GAMES FOR HEALTH EUROPE
2025

DISCLOSURE SLIDE

for presentations at the

GAMES FOR HEALTH EUROPE 2025 CONFERENCE

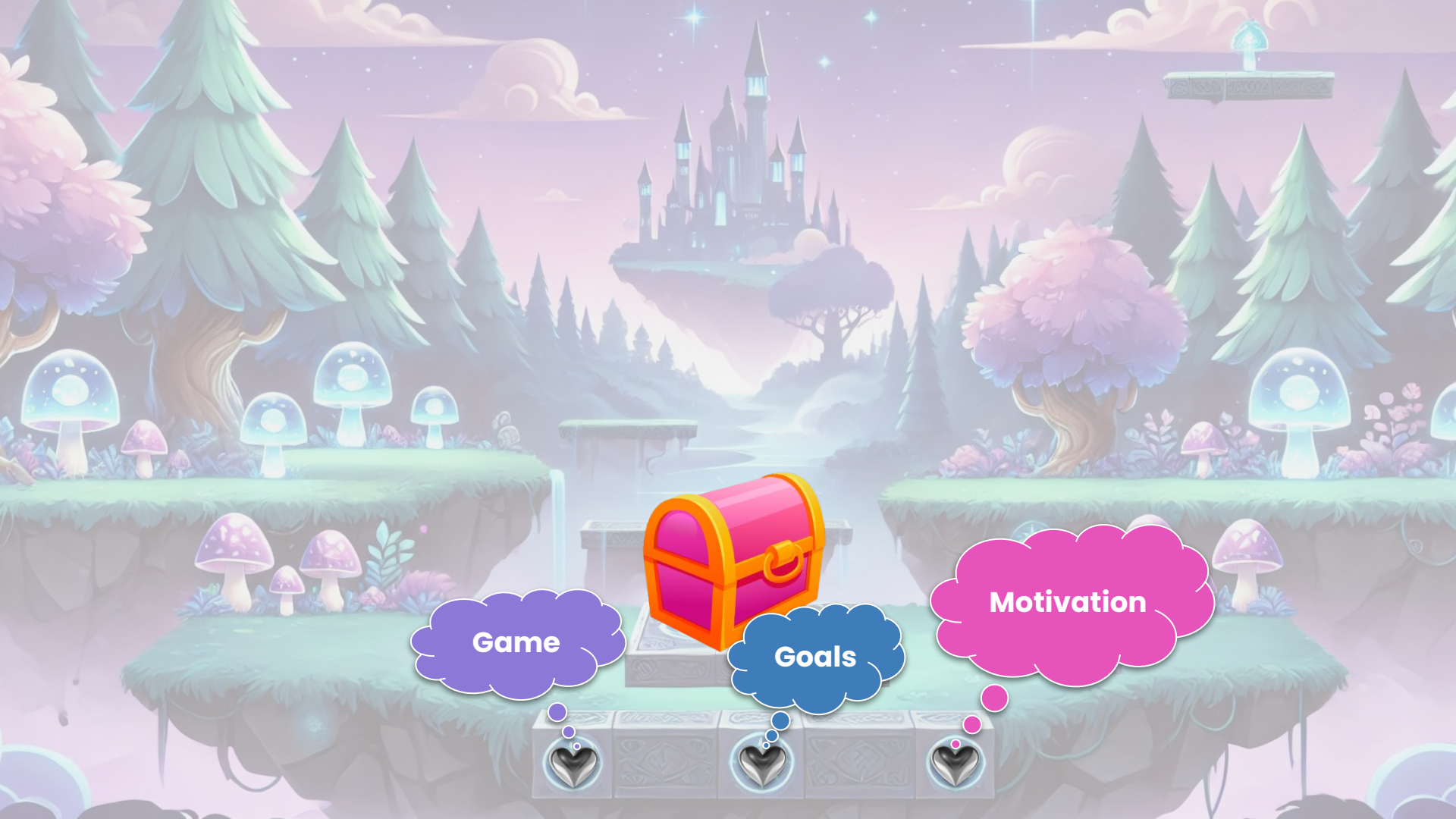
I herewith confirm that there is not any conflict of interest with the conference organization or any of its sponsors.

Winning Hearts

The Quest Where
Health Meets
Gamification

Zofia Einhorn
Gamification Specialist





Game

Goals

Motivation



Let's get to know each other

5 short questions...

There is no right answer! The answer you choose is the right one...

After you answer, a number will appear next to each response.

Write down the number that appears next to your chosen answer.

Question

1/5

In a work environment, I enjoy the most:

- 4 Tasks that challenge me and help me discover new things
- 2 Feeling a sense of progress
- 1 Proving that I'm the best
- 3 Teamwork

Question

2/5

A perfect day off is when I:

- 2 Checked off a lot of tasks
- 3 Spent time with friends
- 4 Learned something new (like a course or a book)
- 1 Won a competition (like a marathon or a game with friends)

Question

3/5



My next vacation goal is:

- 1 I want to visit the most amazing place that no one has been to yet
- 4 I want to meet new people and cultures
- 2 I have a list of destinations, and I want to check off the next one
- 3 It doesn't matter where, as long as I'm with the right people

Question

4/5

If I could choose a superpower, it would be:

- 2 Achieving any goal I set for myself
- 3 Instantly connecting with new people wherever I go
- 1 Being the best at everything, always!
- 4 Getting people to always answer me when I ask, "What is your deepest passion?"

Question

5/5

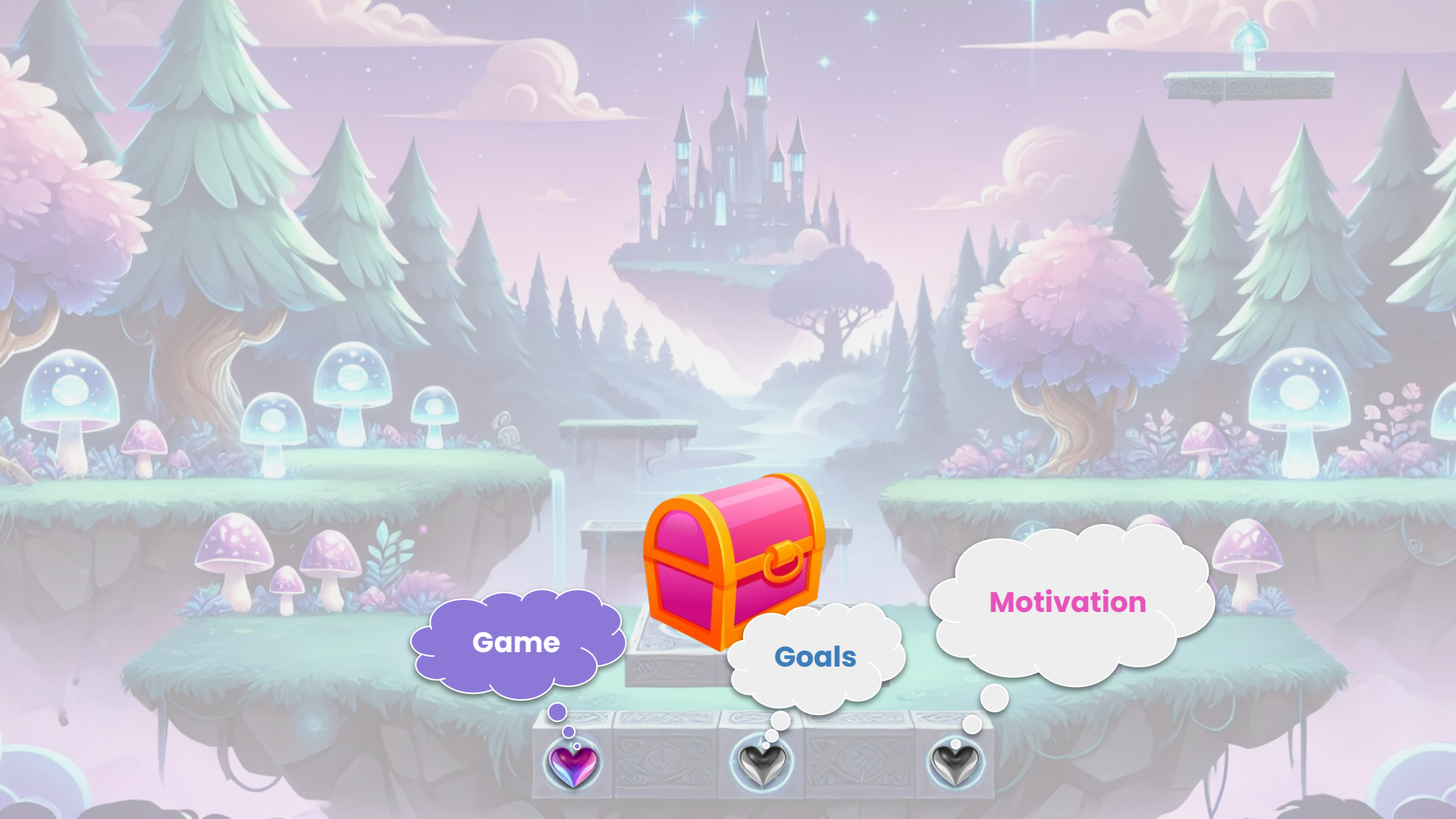
What do you think your friends would say about you?

- 1 That I do everything better than everyone else
- 2 That I set goals and achieve them
- 4 That I am very curious and creative
- 3 That I connect with people easily

Zofia
Einhorn

Nice to meet
you :-)





Game

Goals

Motivation



Goals

Fun



Knowledge | Behaviour | Skills | Awareness

Knowledge

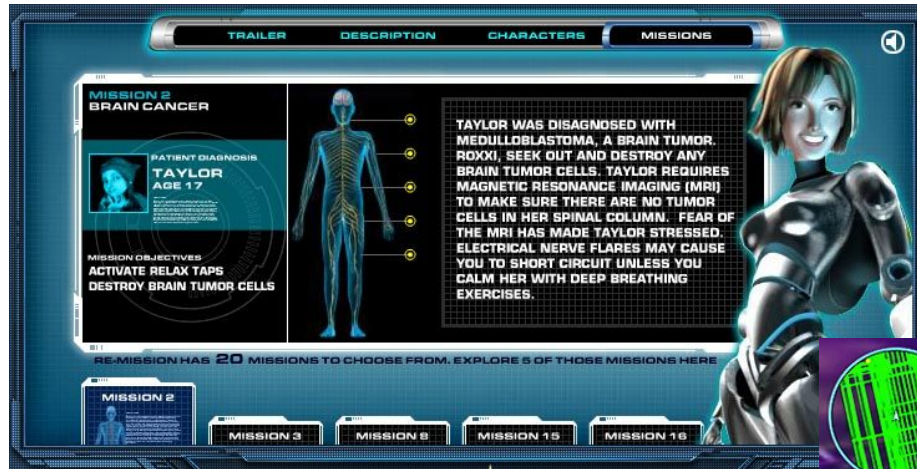
Behaviour

Skills

Awareness

Providing new information to empower people

Goals



Knowledge

Behaviour

Skills

Awareness

Encouraging specific actions or habits

Goals



Knowledge

Behaviour

Skills

Awareness

Developing or improving abilities

Goals



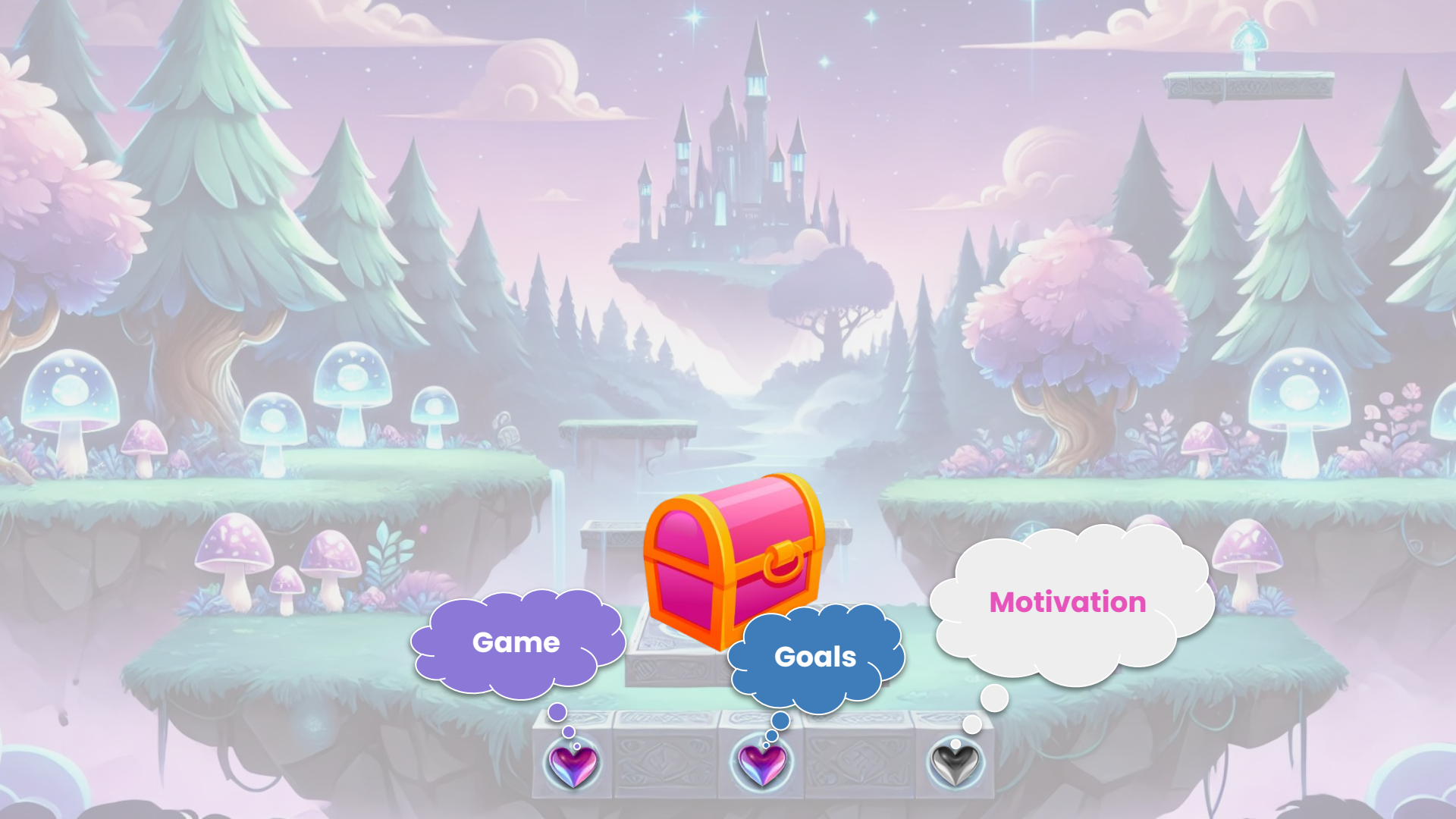
Knowledge Behaviour Skills

Awareness

Creating empathy and understanding

Goals





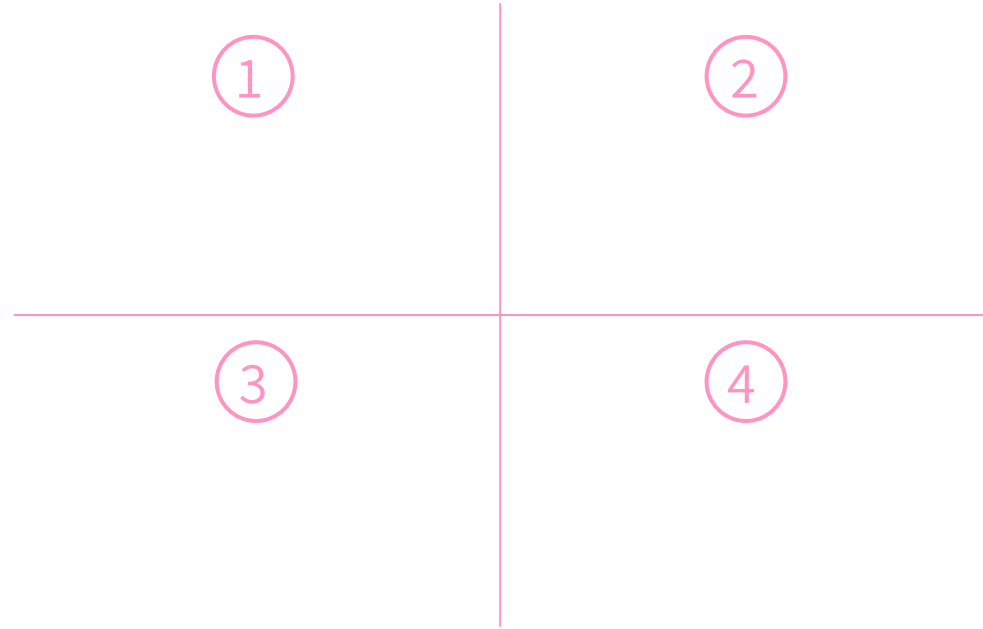
Game

Goals

Motivation

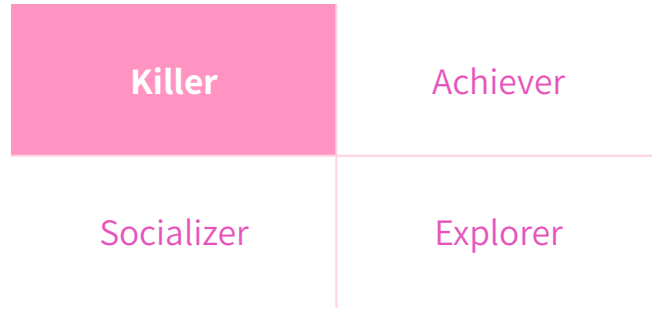


Bartle taxonomy of player types



Bartle taxonomy of player types





Bartle taxonomy of player types

- Be the first, the best, and for everyone to know it!
- Highly competitive
- Defeat, to dominate, but also to lead
- Be the most unique

Features





Killer

Achiever

Socializer

Explorer

Bartle taxonomy of player types

- Learn new things
- Improve, to progress
- Overcome obstacles
- Collect points/money/rewards – but with a purpose!

Features





Killer

Achiever

Socializer

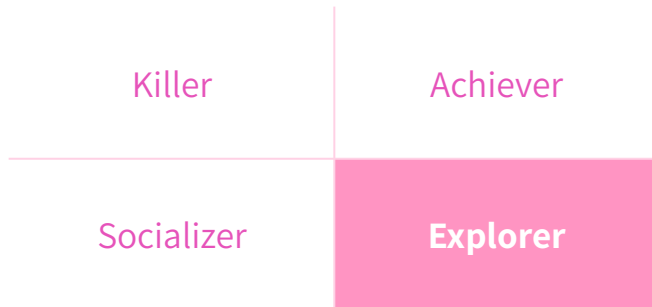
Explorer

- Interaction with others
- Social connections
- Collaboration
- Contribution to the team

Features



Bartle taxonomy of player types



Bartle taxonomy of player types

- Curiosity
- Explore and learn about the environment
- Create
- Search for hidden things

Features



Bartle taxonomy of player types



Killer



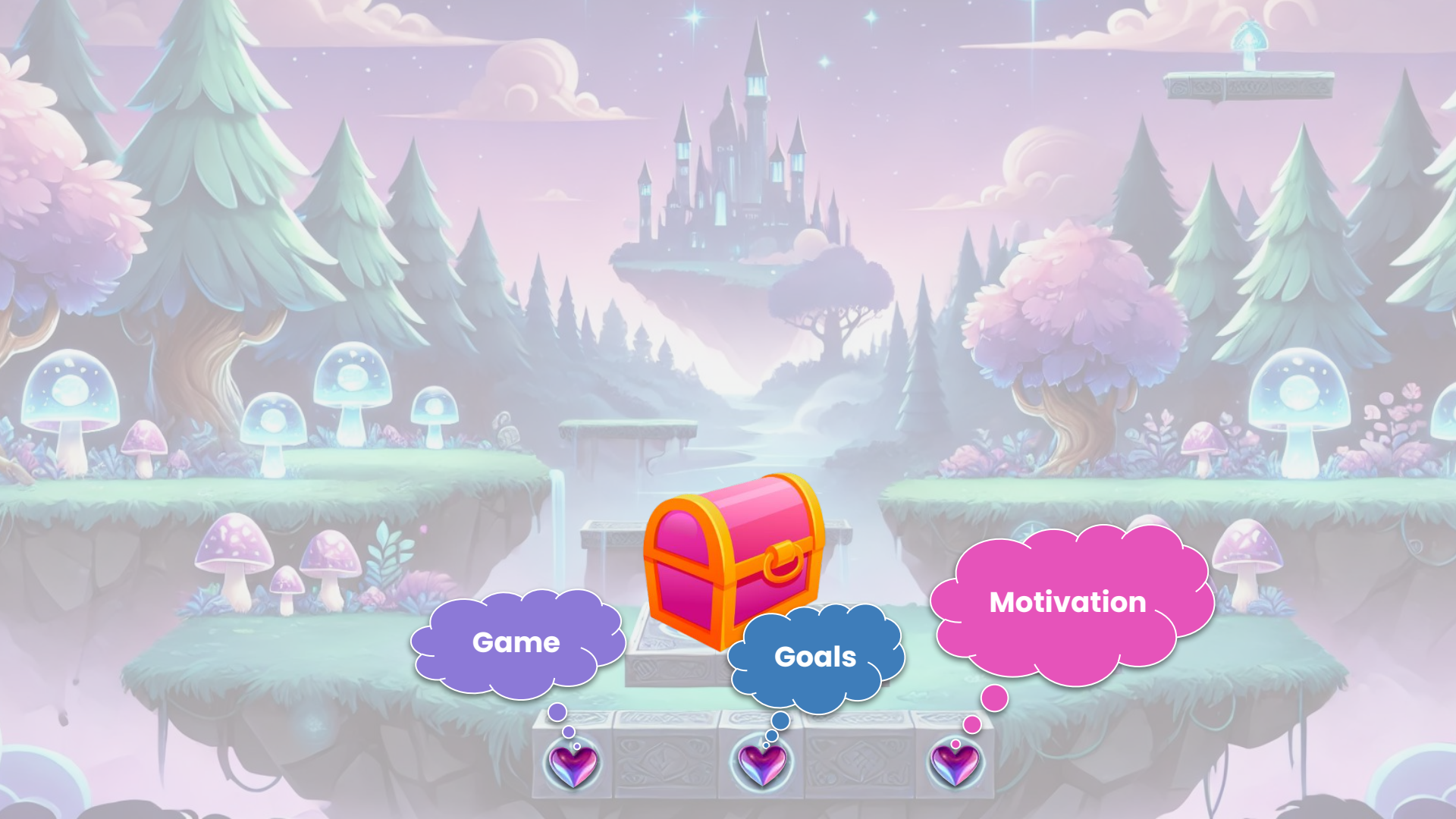
Achiever



Socializer



Explorer



Game

Goals

Motivation

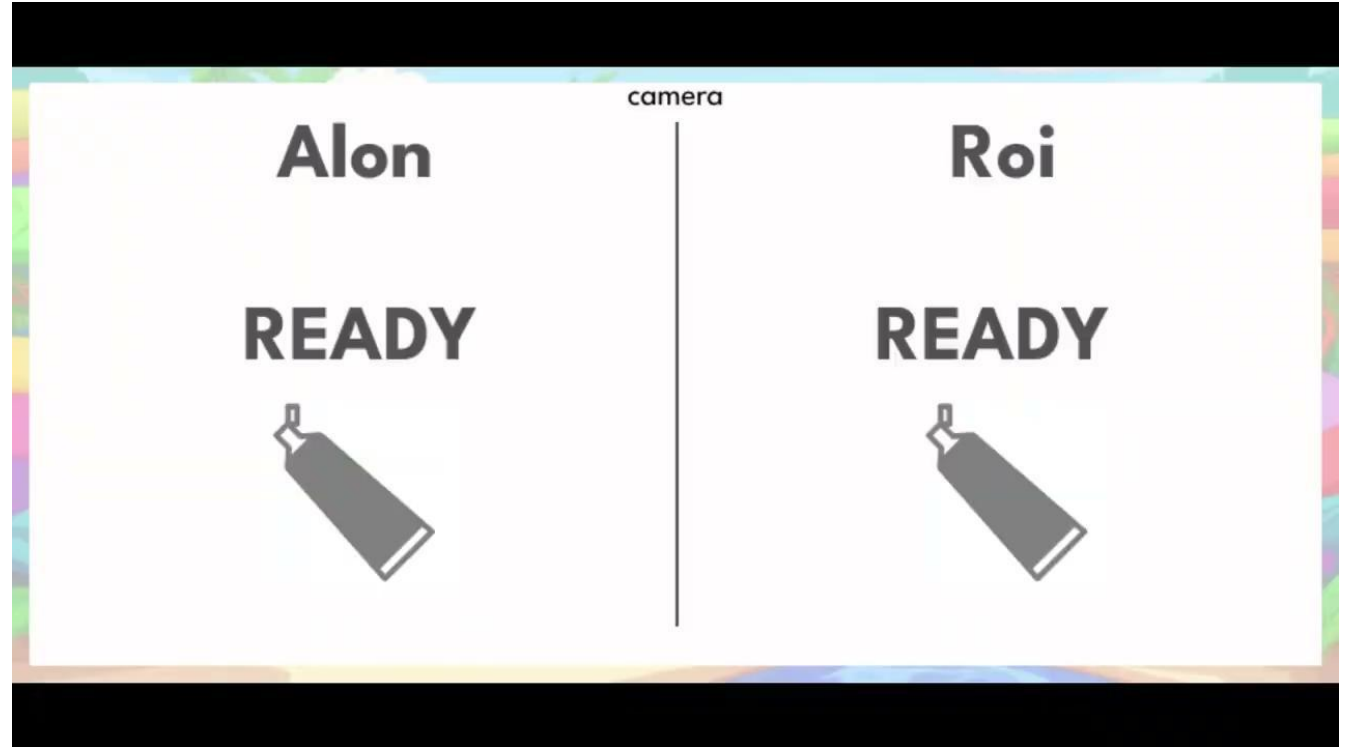


Brush 'n' Dash

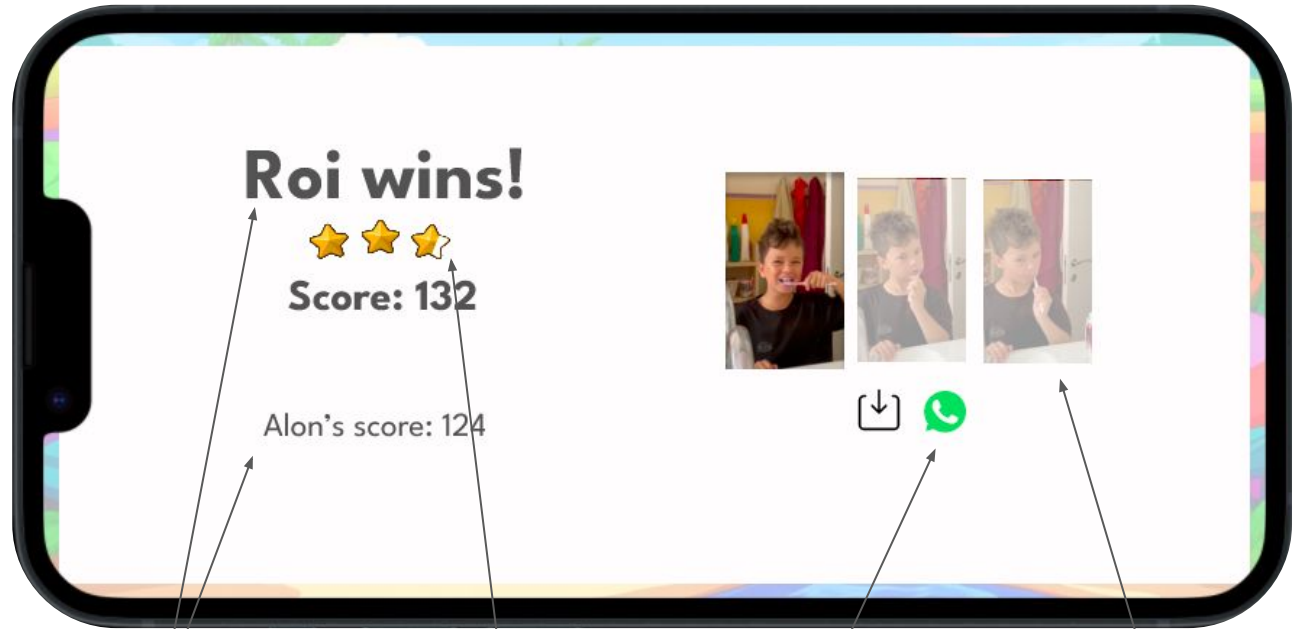
Goal:

Help kids develop a consistent and enjoyable habit of brushing their teeth, ultimately improving their oral hygiene and establishing lifelong healthy habits.

Brush 'n' Dash



Brush 'n' Dash



Killer



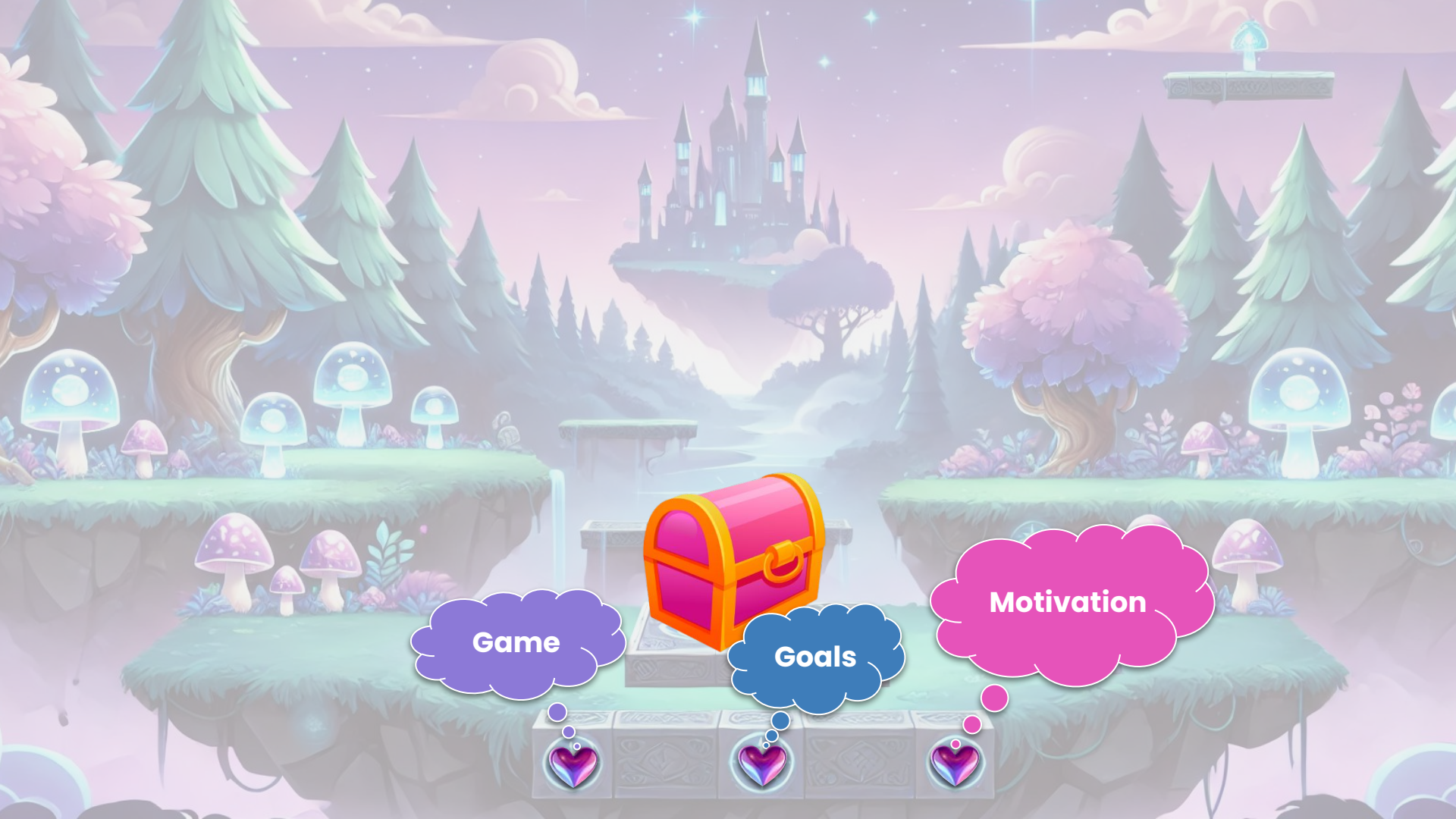
Achiever



Socializer



Explorer



Game

Goals

Motivation





Game

Goals

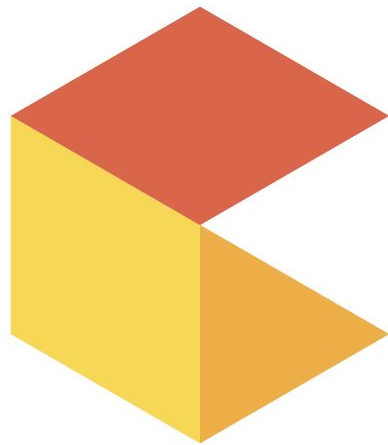
Motivation



Thanks for playing!
See you on the next level!

in: Zofia Einhorn
G: zofia.e@gmail.com





GAMES FOR HEALTH

EUROPE

2025