

GAMES FOR HEALTH EUROPE

GFH EU
CONFERENCE 2011

GAMES FOR HEALTH EUROPE



Dear friend,

After the ongoing success of the annual Games for Health conference in Boston, we are proud to present the first one on European soil. Ben Sawyer's knowledge on serious gaming in healthcare and the network he has carefully built in the past seven years, have been of great help to us.

When someone hears the concept "Games for Health" for the first time, his or her reaction usually goes along one of two paths. For some, the instinctive thought of "what do gaming and health have to do with each other?" is applicable. Health and healthcare, in their opinion, are no playing matter. It requires the seriousness of the recovery ward, the sterility of the operation room, the cold determination of ER. The other kind of reaction is something like: "This is a really awesome idea!"



GAMES FOR HEALTH
EUROPE

For those who have watched the emergence of games and playfulness into our lives for the past twenty years or so, the connection with health is obvious (and I'm not talking hit-points here). Growing into the largest entertainment industry in the world, digital games have become engaging and interactive playing fields. For many, games allow experimentation, learning and experiencing things that are impossible in our everyday lives.

Over the years, books, films and social networks have become the dominating forms of world media. Our perception of the role of games is changing as well. The first printed books were seen as problematic because of their ability to rapidly spread ideas to the masses. The moving picture was criticized as a waste of time and mind. Today, nobody argues their inspirational or educational value. We should therefore strive for promoting games into the sphere of knowledge and education, beyond the obvious entertainment value.

The youngest generation of today already perceives game environments as natural. They learn to think through unique controllers, navigate unknown terrains, and solve unorthodox problems with elegant solutions. In no time, this generation will fill the benches of med schools and boards of insurance and pharmacy companies. We will move rapidly from using games for teaching kids effective teeth brushing, to using them for teaching dentists to perform surgery. And in some places, this is already happening.

The future is gameful and this is exactly what our health systems can benefit from. Just by entering this conference you have unlocked "critical thinker" achievement for taking the experimental path for health solutions. I urge you to stay a while and listen, gather some experience points, level up your skill set and expand your group of friends and colleagues. We have saved countless lives in our virtual journeys. It's time to save real ones.

Jurriaan van Rijswijk
Chairman Games for Health Europe



Welcome to the first Games for Health Europe conference in Amsterdam!

I am very proud this conference will take place in a great city like Amsterdam. We are not only a very popular congress city, but also an excellent business hub, that attracts talent from all over the world, where nowadays 2200 international companies are located. Why does Games for Health Europe fit so well in our city? Because we focus strongly on knowledge and innovation. The Amsterdam metropolitan area recently set up a Amsterdam Economic Development Board consisting of people from the business sector, from universities, research institutions and from local governments. Games for Health Europe is a perfect example of the importance of building crossovers between different sectors: game technologies and simulation combined with healthcare and medical training. The city of Amsterdam is very happy and proud to host Games for Health Europe the coming 5 years. This will guarantee the continuous exchange of knowledge and innovative game technologies and we can create a European platform, with Amsterdam as the serious gaming city of Europe.

Deputy Mayor Carolien Gehrels

CONTENT

SCHEDULE OCT 24 / 25

SIDE EVENTS

GAMES FOR HEALTH

POSTERS

GAMES [4HEALTH] JAM
Introducing the games

FLOOR MAPS
Muziekgebouw aan 't IJ

KEYNOTES / SPEAKERS

NOTES
TEAM & CONTACT
COLOFON

SCHEDULE

OCT 24

DAY 1

GROTE ZAAL

9:00 - 10:15

PLENARY OPENING & KEYNOTES 1

Caroline Gehrels - Deputy Mayor Amsterdam

Prof. Dr. Melvin Samsom - Chairman of the Board Radboud University Medical Centre Nijmegen
Florence Nightingale goes digital

M.D., Ph.D. Adam Gazzaley - Associate Professor of Neurology, Physiology and Psychiatry, Director, Neuroscience Imaging Center
Video games as cognitive neurotherapeutics

10:15 - 10:30

COFFEE BREAK

10:30 - 12:00

TRACK 5 [MEDICAL EDUCATION & TRAINING]

Wim van der Meeren - CEO at CZ Zorgverzekeraar)

Dr. Marlies Schijven - Surgeon MD PhD MHSc Academic Medical Center Amsterdam
The Miracle: Medical Anatomy interactive using Kinect!; embedded exergame in professional medical education.

MD, PhD Stephanie Klein Nagelvoort-Schuit - Internist acute medicine-intensivist
Erasmus Virtual Emergency Room: The ABCDE Game

Dr. Pamela Kato - Clinical psychiatry & Dr. Cor Kalkman - Professor of Anesthesiology, University Medical Center Utrecht
Air Medic Sky 1 Do we have a lift off?

Tim Laning - Game Designer
Wii all benefit!

BAMZAAL

TRACK 4 [REHABILITATION GAMES]

Dr. Rilla Khaled - Asst. Prof, Center for Computer Games Research IT University of Copenhagen Denmark
Just Add People: Games for Health Meets Participatory Design

Dr. Wim Wertheim - Colonel, revalidation physician
Re-(validate) and rehabilitate: serious gaming for military veterans

Sam Yohannan - Senior Physical Therapy Specialist, Burn Rehabilitation Research
A Different Kind of Burn

Col., MD, MHSc, FS Agali Mert - PM&R consultant, flight-surgeon
Along the abyss: Successful implementation of Virtual Reality in rehabilitation environments

STUDIO 1

GAMES [4HEALTH] JAM PRESENTATIONS

Game presentations by the 5 student teams which participated in 50-hour long game creation competition.

Games For Health Europe award: Game presentations

Companies nominated for GFHEU award showcase their titles

SCHEDULE

OCT 24

DAY 1

GROTE ZAAL

12:00 - 13:30

LUNCH & POSTER EXHIBITION

13:30 - 14:00

KEYNOTE 2

Ben Sawyer - Founder Games for Health

14:00 - 16:00

TRACK 6 [OPEN TRACK]

Prof. Dr. Jac Geurts - University of Tilburg
Gaming to change the paradigm, the case of inclusive healthcare

Dr. David Nieborg - University of Amsterdam (UvA)
Lessons from the entertainment game industry for commercialisation

Dr. Pamela Kato - Clinical psychiatry
Making a difference with effective games and excellent research

Dr. Daniel Cohen - Research Fellow
Virtual Simulation of Major Incidents

Dr. Dennis Breuker - lecturer/searcher
Games for Elderly in the HvA Educational Program in Informatics

MD Laura de Wit - Gynaecologist Maxima Medical Center
Serious gaming in health care: game over?

16:00 - 16:15

TEA BREAK

16:15 - 16:45

KEYNOTE 3

Bertalan Mesko - Science roll
Health games, social media and virtual education

16:45 - 18:00

DRINKS & POSTER EXHIBITION

BAMZAAL

TRACK 2 [PARTICIPATORY HEALTH]

Prof. Dr. Ben Schouten - Professor Playful Interaction & Serious Game Design, University of Technology - Eindhoven
Design Education & Research for Health
PLAYFIT. How to use play and game design to stimulate an active lifestyle for youngsters

Julio Alvarez - Ehealth Business Unit Manager & Jon Arambarri- Research and Development Manager
Mental health/ cyberpsychology

Dr. Doris Rusch- Asst. - Prof. for game design
Elude - when it comes to playing the opposite of play

Mario Lehenbauer - Research associate
An online social skills training: Results of a pil

Liliane Kuiper - Co-creator
Wii Game for Blind AND normal sighted children

Menno Deen - PhD, Janienke Sturm
-Researcher / project leader and

Rob Tieben, M.Sc.
PlayFit - how to activate teenagers

STUDIO 1

TRACK 5 [MEDICAL EDUCATION & TRAINING]

Jacco van Uden - Project manager foresight study serious gaming and Sabine Wildevuur - Head Creative Care Lab
Play on: serious games for senior citizens

Dr. Henk Schreuder - Gynecologist
Universitary Medical Center Utrecht
Simulation for robotic surgery.

Dr. Federico Semeraro - Specialty doctor
Mini-VREM Project: motion detection technology as a tool for cardiopulmonary resuscitation (CPR) quality improvement

Dave Taylor - Programme Lead, Virtual Worlds and Medical Media at Imperial College London
Training and education of medical professionals; Virtual patients

Jacob van Kokswijk - University of Leuven
Revalidation

Erik van der Spek
Guidelines for serious game design

SCHEDULE

OCT 25

DAY 2

GROTE ZAAL

9:00 - 10:15

KEYNOTES 4

Drs. Jan Vesseur - MD, MPH, Project superintendent for patient safety
What's needed for succesful embedding of novel educational technologies in medicine 2

Martijn van der Zee – KLM
How social media changes an airline

Jan-Willem Huisman - IJsfontein
20 steps to a healthy game

10:15 - 10:30

COFFEE BREAK

10:30 - 12:00

TRACK 6 [OPEN TRACK]

Game Play' documentary: Film premiere

Drs. Jeroen van Mastrigt - Professor HKU
European landscape with trends and developments of games & simulation in healthcare

Dr. Marlies Schijven - Surgeon MD PhD MHSc Academic Medical Center Amsterdam
Validation trajectories for medical simulators: the ins and outs

Annerieke Heuvelink, PhD - Scientific researcher, Perceptual and Cognitive Systems & Lies van Roessel, MA- Game design researcher
Lessons learned on health game design & development

12:00 - 13:30

LUNCH & POSTER EXHIBITION

13:30 - 14:00

KEYNOTE 5 &
GAMES FOR HEALTH EUROPE AWARDS

Prof. Dr. Nasser Navab - Chair for computer aided Medical Procedures TU Munchen
Serious gaming in surgical navigation: X-ray vision!

BAMZAAL

TRACK 5 [MEDICAL EDUCATION & TRAINING]

Drs. Ir. Gabrielle Tuijthof - Delft University
Simulation for arthroscopy: Workshop: acquisition and maintenance using simulation

Ph.D Bill Ferguson - Editor in chief
Games for Health: Research, Development, and Clinical Applications

Drs. Ir. Joep Lagro - Geriatrician
The Conception of a Serious Game Geriatrics Guide2Quest4Health

Maurits Graafland, PhD student
Building an evidence-based multidisciplinary game for medical specialists: first steps first !

STUDIO 1

TRACK 4 [REHABILITATION GAMES]

Drs. Thomas Geijtenbeek - Ph.d student/manager software development
D-Flow: Immersive Virtual Reality and Real-Time Feedback for Rehabilitation

PhD Henri Hurkmans -Senior researcher
Energy expenditure in people with a chronic condition playing Wii Sports

MSc Joep Janssen - Physical Therapist and Human Movement Scientist & MA Niels Keetels - Game designer
Designing a high-end Nintendo Wii game for children

Prof. Georgios Yannakakis - Associate Professor, IT University of Copenhagen (ITU)
Rehabilitation games, physical games, game evaluation

SCHEDULE

OCT 25

DAY 2

GROTE ZAAL

14:00 - 16:00

TRACK 1 - Cognitive and Emotional Health (Mental Health)

Jim Playfoot - Director of Strategy and Ideas at White Loop -
Immersion Equals Engagement: Lessons from the REPLAY serious game project

José Ermers - Kinderfysiotherapeut / Pediatric Physical Therapist
GameLaB: A succesful game-application in a clinical setting for teens and tweens with Traumatic Brain Injury

Damiaan Denys - Psychiatrist Academic Medical Center Amsterdam
Gaming and OCD: the perfect match?

Dr. Heleen Ripper - senior researcher/associate professor
Moodplay: gaming to beat depression and anxiety

Drs. Renske Visscher - Projectmanager E-health
Gamers got something we don't have

Jan Jonk - Co-Founder / Interaction Designer and

Floris Versendaal - European Media Master of Arts in Gamedesign & Development
Biofeedback Games

16:00 - 16:15

TEA BREAK

16:15 - 16:45

KEYNOTE 6 & FUTURE OF HEALTH AWARDS

Bart Brandenburg - CMO midicinfo
Docs Don't Play – Do They?

16:45 - 18:00

FAREWELL DRINK

Hosted by the City of Amsterdam

BAMZAAL

TRACK 6 - OPEN

Willempje Vrins and Leonike Verhoog - co-Founders FigureRunning
FigureRunning: using game mechanics and social networks to motivate people to adopt a healthier lifestyle.

Ulrich Schulze-Althoff - CEO Kaasa
Why can't rehabilitation be fun?

Ann Maloney - Maine Medical Centre Research Institute
Research & Validation: Beyond Calories: Social and Psychosocial impact of exergames

Prof. Ulrich Götz - Head of Specialization in Game Design
Comparative Experiences in Serious Games Development

Ellis Bartholomeus - PhD and Valentijn Visch - Assistant Professor.
G-Motiv: changing behavior using game-element – a project linking science, design, and application partners.

STUDIO 1

TRACK 2 - Participatory Health

Dr. Howard Rose - Firsthand / Uni of Washington
Games to improve dentistry self-care habits in children

Dr. Marlies Schijven - Surgeon MD PhD MHScAcademic Medical Center Amsterdam
The '4-ce of 3': Simulation, Serious gaming and Social Media

Emely de Vet - assistant professor
Active video games do not buffer against mindless eating

Msc Simon van Genderen - PhD student
The effect of Nintendo Wii Fit on balance

Joost Schrage & Renate Wijma - Twitterclinic
Truly Winning Enduring Enthusiasm for Serious gaming: TWEETS

SIDE EVENTS

OCT 24/25

DAY 1

First Floor / Foyer Deck 1

PhD Colloquium 14:00-15:30
[First Floor / Foyer Deck 1]

ALL DAY 24/25

Ground floor

Health 2.0 Challenge: EXPO BOOTH Health 2.0 Challenge

Atrium

POSTER SESSION: DURING BREAKS

Future of Health Award pitches: EXPO BOOTHS CZ, TEDx Maastricht, GFH EU scheduled per registration

Second Floor / Foyer Deck 2

Games [4Health] Jam game results.

PhD Colloquium: And academic gathering for researcher and gamers. Under the title "The many faces of health game research". Research from the medical, design, engineering and the humanities fields will present their work.

Poster sessions: Posters presenting health games research and case studies will be viewable in the Atrium throughout the conference. Additionally, their authors will present them and answer questions during each break.

Future of Health Award pitches: Presenting their vision for the future of health games, award contesters will perform 5 minute pitches in the hopes of receiving 200.000 Euros for development of their innovative health idea.

Health 2.0 Challenge: Teams will cooperate and compete against other teams to develop the best care innovation.

Games [4Health] Jam game results: Game presentations by the 5 student teams which participated in a 50-hour long game creation competition.

These are the top 5 teams:

SUMO SALAD

TEAM CALM CUTTLEFISH

You are the controller! Catch the ingredients that match your t-shirt. Be aware of your opponents! They can make it physically impossible for you to reach the right ingredients.

Trevor van Hooff
Chris Hekman
Niels van Haandel
Richel van halteren
Vladimir Bondarev

BLACK LIQUID

TEAM BLACK LIQUID

A Tamagotchi needs to grow, this fellow needs to shrink, or loose weight for that matter. Play the game and change the mind-set of fatty by actual physical activities.

Trevor van Hooff
Chris Hekman
Niels van Haandel
Richel van halteren
Vladimir Bondarev

BLACK LIQUID

TEAM RAGESQUID

Two players race unicorn-run. Players control their unicorn on their own terminal. At specific moments the controls switch. In order to keep control of their respected unicorn, players have to physically switch from terminal. The moment they cross one another physically, the game gets really interesting...

Trevor van Hooff
Chris Hekman
Niels van Haandel
Richel van halteren
Vladimir Bondarev

YOUR OWN PERSONAL FLASHMOB

TEAM PROFESSIONAL PROCRASTINATORS

Ever felt you missed that one Flashmob, or felt like engaging in one? This game-app scans your physical environment in search for likeminded people. When found, a small and personal Flashmob will be initiated. What's your next mob?!

Trevor van Hooff
Chris Hekman
Niels van Haandel
Richel van halteren
Vladimir Bondarev

SHADOW RUN

TEAM COLA

Only Lucky Luke is faster than his own shadow. In this game you play with your shadow to overcome obstacles and puzzle your way through various game levels in new and exciting ways.

Trevor van Hooff
Chris Hekman
Niels van Haandel
Richel van halteren
Vladimir Bondarev

GAMES FOR HEALTH EUROPE AWARD 2011

Introduction: New to the Dutch Game Awards, held during the fourth edition of Game in the City in Amersfoort on November 24th & 25th 2011, is the presentation of the Games for Health Europe Award, an international distinction for serious games in the healthcare sector. These are this year's submissions:

GAME NAME	COMPANY NAME	GAME DESCRIPTION
TIME OUT	LES DIABLOTINES	Time Out is a serious game for therapeutical education of diabetic patients and especially dedicated to young adults. This game suggests living an amazing adventure while discovering the daily life of a diabetic patient.
The Playground	The Playground	In The Playground you play an innocent wargame in the local playground against your friends. Your weapons are: water balloons, paper blowdarts and a wooden sword. Where this setup is already pretty unique we added yet an extra feature: biofeedback control which unlocks super-powers!
Pelvic Floor Training	Kaasa health GmbH	The game was developed to help training the pelvic floor with a 30-day Pelvic Floor Training program. aimed at assisting one in locating and training the pelvic floor, with the help of a number of small mini games. The training targets women after pregnancy, but also those who suffer from incontinence or just want to increase their overall body feeling and health.
Magician's Apprentice	Grendel Games/ Motek Medical	Patients walk on an instrumented treadmill and explore a virtual environment consisting of multiple rooms and corridors separated by different types of doors. They have to perform specific arm movements in order open them. The challenge is to simultaneously train balance and walking impairments simultaneously with arm function.
Juf in a Box	Ranj Serious Games	Juf-in-a-Box is a game for children with fine motor deficits and/or writing problems. It combines the challenge, feedback and fun of computer games with an adaptive learning method. The system constantly adjusts to the level of the pupil and understood instinctively due to its graphic interface.

GAME NAME	COMPANY NAME	GAME DESCRIPTION
Flatline	Tjupakabra	Flatline is a free online playable game targeted on young medical professionals. The game's objective is to rescue your patient by testing your medical vocabulary knowledge. But aware that insufficient knowledge makes your patient pass away. It contains a scoring system and a social media sharing opportunity for Twitter, Facebook, and Hyves
Essent World Championship Ice Skating	Witan / Embedded Fitness	Building on the familiar "sock on the floor sliding" experience, Embedded Fitness decided to link the training plank to a game. This converts the sideways skating into a forward movement through sensor techniques. Combined with a virtual environment, this allows to skate a trail in the game.
Dr. Bonneys Zappelix	MMM MultiMediaManufaktur GmbH	Interactive Therapy game for children with ADHD. The hero of the game is Zappelix, a young boy who is bothered by 5 goblins. These goblins are symbolizing different symptoms of ADHD (unawareness, untidiness etc). Zappelix must help the goblins back in their own world- and finally get rid of this symptoms
Can You Fix It?	IJsfontein	With the online game 'Can You Fix It?', teenagers learn to express their wishes and personal limits. Ten short films show situations that are about to get out of hand. The players can decide to intervene when they feel their limit is reached and change the bad outcome
Alzheimer Experience	Submarine	The Alzheimer Experience is an interactive web experience that immerses viewers in the devastating inner world of the degenerative condition Alzheimer's. A character-led interactive navigation guides viewers through the confusion and shame of this ubiquitous disease. A series of the 22 scenes can be viewed from the perspective of the patient, family members and caregivers
Body Posture	Militair Revalidatie Centrum Aardenburg, Motek Medical and Grendel Games	The game provides a completely immersive, safe, challenging and even empowering environment for several patient groups. In Body Posture the patient assumes the role of a stuntman on the wings of an early 20th century aircraft. Flying through the grand canyon, you have to assume different body postures in order to successfully complete challenges.

POSTERS

TITLE	PRESENTERS	INSTITUTION / COMPANY	COUNTRY
The role of active gaming in physical activity in Dutch adolescents	Monique Simons	TNO, Expertisecentre Life Style	NL
Active and non-active gaming among a representative group of Dutch adolescents: who plays and how much?	Monique Simons	VU University Amsterdam	NL
Playmancer: a serious game for chronic pain patients	Stephanie Jansen-Kosterink	Roessingh Research and Development	NL
FlagHunt, TrezrHunt and Bjong – experiences from developing mobile exergames	Hannu Nieminen	Team Action Zone	FI
The BAM-COG: a new online self monitoring tool to measure cognitive functioning	Teun Aalbers	UMC St Radboud	NL
Active gaming: effects in a school setting	Sjoukje Hoornstra	VU University Amsterdam	NL
Exergaming: Elderly, deterioration of balance and an innovative solution to prevent falls	Claudine Lahmoth	Centre for Human Movement Sciences, University Medical Centre Groningen	NL
The experiences of elderly in a nursing and care-home on exercise gaming and the requirements for implementation	Sanne van der Weegen	Maastricht University	NL

TITLE	PRESENTERS	INSTITUTION / COMPANY	COUNTRY
Dr. Bonneys Zappelix" Therapygame for ADHD	Christoph Weidner	MMM MultiMediaManufaktur GmbH	DE
Promoting Physical Activity among Young Men with Transtheoretical Model-based Tailored Health Messages in Gamified Wellness Coaching Service	Heidi Enwald	University of Oulu	FI
Self-management, rehabilitation and serious gaming	Feyuna Jansma	Center for Rehabilitation, University Hospital Groningen	NL
Games for Health in Conductive Education	Izabella Vajda	Peto Institute Hungary	HU
HealSeeker: An innovative and playful learning environment enabling Self management for children with ADHD.	Annik Willems & Kim Bul	Jansen & Julius Academie	NL

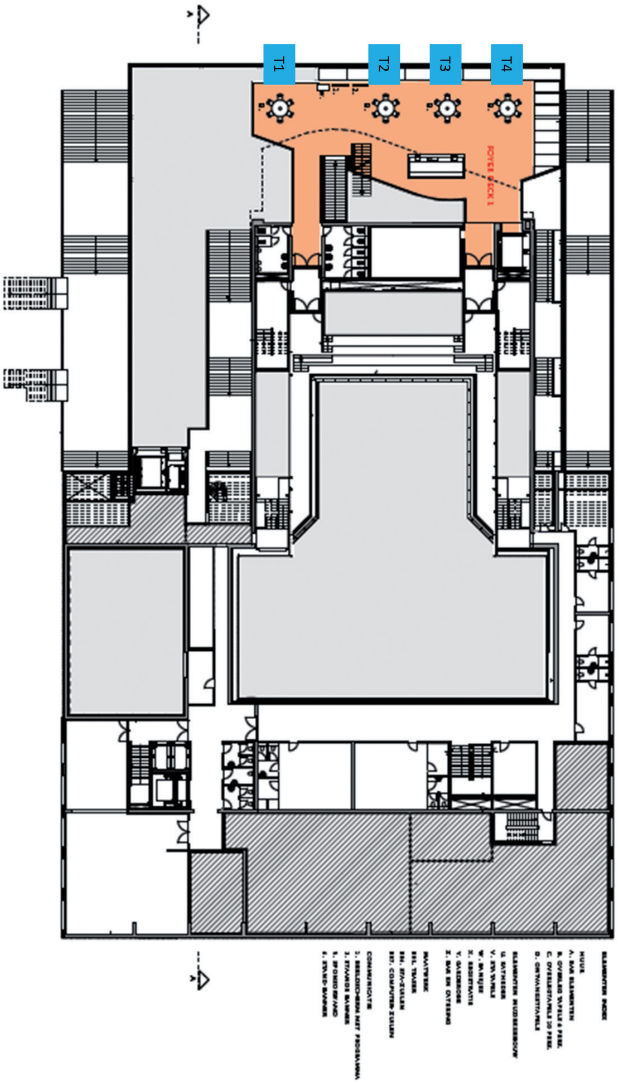
FLOOR PLANS

MUZIEKGEBOUW AAN 'T IJ



First Floor

GFH | PLATTEGROND EERSTE VERDIEPING

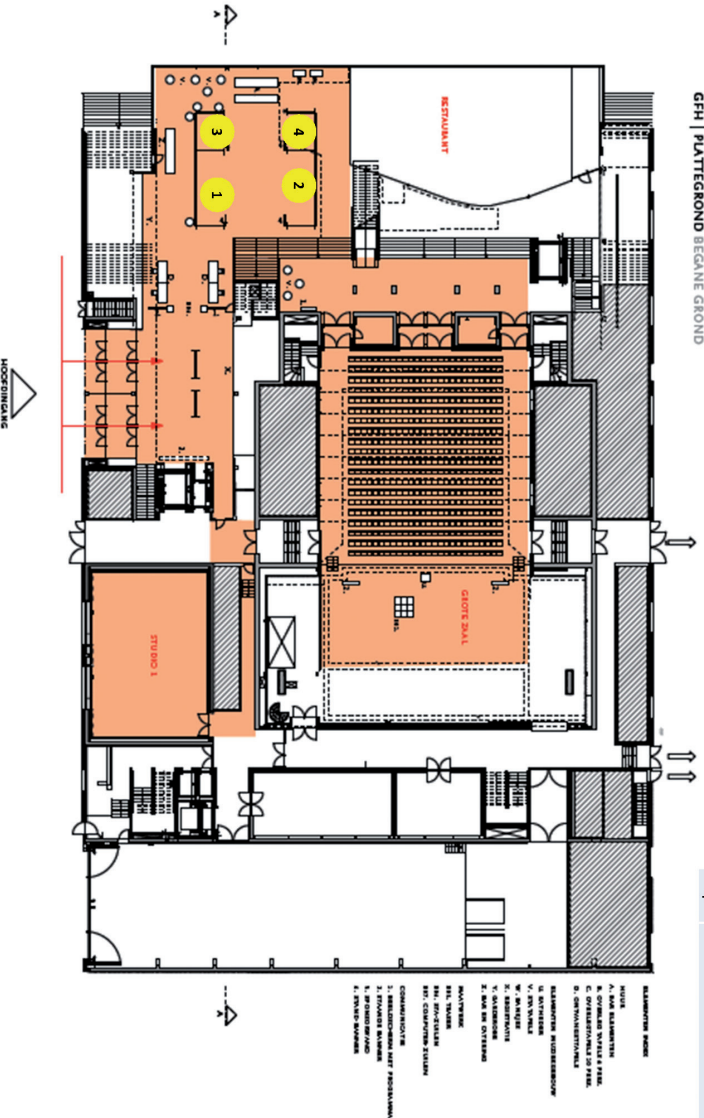


Stand Organization
T1..T4 PhD discussions



Ground Floor

GFH | PLATTEGROND BEGANE GROND



Stand Organization
Entry G4H magazine
1 Health 2.0 Challenge
2 IJfontein
3 Medsim
4

SPEAKERS



Max Westerman

Conference Host

NOTES



Julio Alvarez

Business Unit Manager
Ehealth

Presentation:
Mental health/cyberpsychology

NOTES



Jon Arambarri

Research and Development Manager

Presentation:
Mental health/cyberpsychology

NOTES



Ellis Bartholomeus

PhD

Presentation:
G-Motiv: changing behavior using game-element – a project linking science, design, and application partners.

NOTES



Bart Brandenburg

CMO Medicinfo

Presentation:
Docs Don't Play – Do They?

NOTES

KEYNOTE



Dennis Breuker

lecturer/searcher

Presentation:
Games for Elderly in the HvA Educational Program in Informatics

NOTES



Damiaan Denys

Psychiatrist Academic Medical Center Amsterdam

Presentation:
Gaming and OCD: the perfect match?

NOTES



Daniel Cohen

Research Fellow

Presentation:
Virtual Simulation of Major Incidents

NOTES



Freena Eijffinger

CEO Autitouch

Presentation:
How Autitouch helps speedup diagnostics of Autism

NOTES



Menno Deen

PhD

Presentation:
PlayFit - How to activate teenagers

NOTES



Jose Ermers

Kinderfysiotherapeut / Pediatric Physical Therapist

Presentation:
GameLaB: A succesful game-application in a clinical setting for teens and tweens with Traumatic Brain Injury.

NOTES



Stuart William Ferguson

Editor in chief

Presentation:
Games for Health: Research, Development, and Clinical Applications

NOTES



Simon van Genderen

PhD student

Presentation:
The effect of Nintendo Wii Fit on balance an

NOTES



Adam Gazzaley

Associate Professor of Neurology, Physiology and Psychiatry, Director, Neuroscience Imaging Center,

Presentation:
Video games as cognitive neurotherapeutics

NOTES

KEYNOTE



Jac Geurts

University of Tilburg

Presentation:
Gaming to change the paradigm, the case of inclusive healthcare.

NOTES



Thomas Geijtenbeek

Ph.d student/manager software development

Presentation:
D-Flow: Immersive Virtual Reality and Real-Time Feedback for Rehabilitation

NOTES



Ulrich Götz

Head of Specialization in Game Design

Presentation:
Comparative Experiences in Serious Games Development

NOTES



Maurits Graafland

PhD student

Presentation:
Building an evidence-based multidisciplinary game for medical specialists: first steps first !

NOTES



Henri Hurkmans

Senior researcher

Presentation:
Energy expenditure in people with a chronic condition playing Wii Sports

NOTES



Annerieke Heuvelink

Scientific researcher Perceptual and Cognitive Systems

Presentation:
Lessons learned on health game design & development

NOTES



Joep Janssen

Physical Therapist and Human Movement Scientist

Presentation:
Designing a high-end Nintendo Wii game for children

NOTES



Jan Willem Huisman

CEO Ijsfontein

Presentation:
20 steps to a healthy game

NOTES

KEYNOTE



Jan Jonk

Physical Therapist and Human Movement Scientist

Presentation:
Designing a high-end Nintendo Wii game for children

NOTES



Cor Kalkman

Professor of Anesthesiology University Medical Center Utrecht

Presentation:
Air Medic Sky 1 Do we have a lift off?

NOTES



Rilla Khaled

Asst. Prof, Center for Computer Games Research IT University of Copenhagen Denmark

Presentation:
Just Add People: Games for Health Meets Participatory Design

NOTES



Pamela Kato

Clinical psychiatry

Presentation:
Air Medic Sky 1 Do we have a lift off?
Making a difference with effective games and excellent research

NOTES

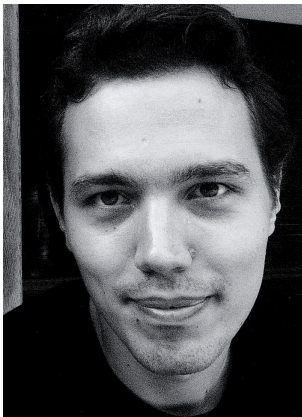


Stephanie Klein Nagelvoort-Schuit

Internist acute medicine-intensivist

Presentation:
Erasmus Virtual Emergency Room: The ABCDE Game

NOTES



Niels Keetels

Game designer

NOTES



Jacob van Kokswijk

University of Leuven

Presentation:
Revalidation

NOTES



Liliane Kuiper

Co-creator

Presentation:
Wii Game for Blind AND normal sighted children

NOTES



Mario Lehenbauer

Research associate

Presentation:
An online social skills training: Results of a pil

NOTES



Joep Lagro

Geriatrician

Presentation:
*The Conception of a Serious GameGeriatrics
Guide2Quest4Health*

NOTES



Ann Maloney

Maine Medical Centre Research Institute

Presentation:
Exergames: What have we learned?

NOTES



Tim Laning

Owner at Grendel Games

NOTES



Jeroen van Mastrigt

Professor HKU

Presentation:
*European landscape with trends and developments of
games & simulation in healthcare*

NOTES



Wim van der Meeren

CEO at CZ Zorgverzekeraar

NOTES

KEYNOTE



Nassir Navab

Chair for computer aided Medical Procedures TU Munchen

Presentation:
Serous gaming in surgical navigation: X-ray vision!

NOTES

KEYNOTE



Agali Mert

PM&R consultant, flight-surgeon

Presentation:
Along the abyss: Successful implementation of Virtual Reality in rehabilitation environments

NOTES



David Nieborg

University of Amsterdam (UvA)

Presentation:
Lessons from the entertainment game industry for commercialisation

NOTES



Bertalan Mesko

Science roll

Presentation:
Health games, social media and virtual education

NOTES

KEYNOTE



Jim Playfoot

Director of Strategy and Ideas at White Loop

Presentation:
Immersion Equals Engagement: Lessons from the REPLAY serious game project

NOTES



Heleen Riper

senior researcher/associate professor

Presentation:
Moodplay: gaming to beat depression and anxiety

NOTES

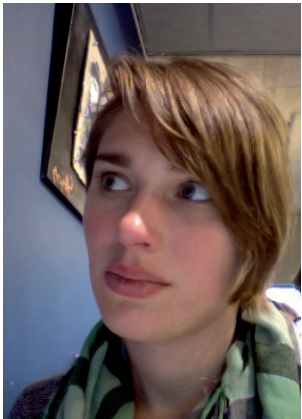


Doris Rusch

Ass. Prof. for game design

Presentation:
Elude - when it comes to playing the opposite of play

NOTES



Lies van Roessel

Game design researcher

Presentation:
Lessons learned on health game design & development

NOTES



Melvin Samsom

Chairman board of directors Radboud University & medical center

Presentation:
Florence Neightingale 2.0

NOTES

KEYNOTE



Howard Rose

Firsthand / Uni of Washington

Presentation:
A Game-Driven Public Health Campaign Can be Effective: Study of a multiplayer 3D game on self-care habits

NOTES



Ben Sawyer

Founder Games For Health

NOTES

KEYNOTE



Marlies Schijven

Surgeon MD PhD MHSc Academic Medical Center Amsterdam

Presentation:
The '4-ce of 3': Simulation, Serious gaming and Social Media. The Miracle: Medical Anatomy interactive using Kinect!; embedded exergame in professional medical education. Validation trajectories for medical simulators: the ins and outs

NOTES

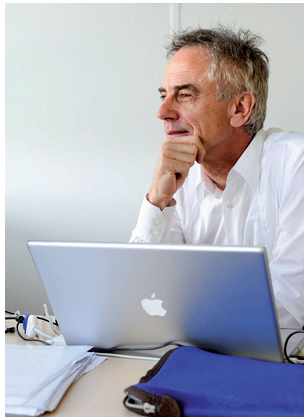


Henk Schreuder

Gynecologist University Medical Center Utrecht

Presentation:
Simulation for robotic surgery

NOTES



Ben Schouten

Professor Playful Interaction & Serious Game Design, University of Technology Eindhoven

Presentation:
Design education & research for health

NOTES



Ulrich Schulze-Althoff

CEO

Presentation:
Why can't rehabilitation be fun?

NOTES



Joost Schrage

Twitterclinic

Presentation:
Truly Winning Enduring Enthusiasm for Serious gaming: TWEETS

NOTES



Federico Semeraro

Specialty doctor

Presentation:
Mini-VREM Project: motion detection technology as a tool for cardiopulmonary resuscitation (CPR) quality improvement

NOTES



Erik van der Spek

PhD researcher

Presentation:
Guidelines for serious game design

NOTES



Rob Tieben

Presentation:
PlayFit - how to activate teenagers

NOTES



Janienke Sturm

Researcher / project leader

Presentation:
PlayFit - how to activate teenagers

NOTES



Gabrielle Tuijthof

Delft University

Presentation:
Simulation for arthroscopy: Workshop: acquisition and maintenance using simulation

NOTES



Dave Taylor

Programme Lead, Virtual Worlds and Medical Media at Imperial College London

Presentation:
Training and education of medical professionals; Virtual patients

NOTES



Jacco van Uden

Project manager foresight study serious gaming

Presentation:
Play on: serious games for senior citizens

NOTES



Leonieke Verhoog

Founder FigureRunning

Presentation:
FigureRunning: using game mechanics and social networks to motivate people to adopt a healthier lifestyle

NOTES

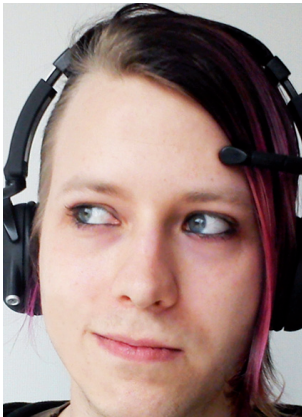


Emely de Vet

assistant professor

Presentation:
Active video games do not buffer against mindless eating

NOTES



Floris Versendaal

European Media Master of Arts in Gamedesign & Development

Presentation:
Biofeedback Games

NOTES



Valentijn Visch

Assistant Professor

Presentation:
G-Motiv: changing behavior using game-element – a project linking science, design, and application partners.

NOTES



Jan Vesseur

MD, MPH, project-hoofdinspecteur voor patiëntveiligheid

Presentation:
What's needed for succesful embedding of novel educational technologies in medicine 2

NOTES

KEYNOTE



Renske Visscher

Projectmanager E-health

Presentation:
Gamers got something we don't have

NOTES



Willempje Vrins

Founder FigureRunning

Presentation:
FigureRunning: using game mechanics and social networks to motivate people to adopt a healthier lifestyle

NOTES



Sabine Wildevuur

Head Creative Care Lab

Presentation:
Play on: serious games for senior citizens

NOTES



Wim Wertheim

Colonel, revalidation physician

Presentation:
Re-(validate) and rehabilitate: serious gaming for military veterans

NOTES



Laura de Wit

MD, Gynaecologist Maxima Medical Center (vervanger Guid Oei)

Presentation:
Serious gaming in health care: game over?

NOTES



Renate Wijma

Twitterclinic

Presentation:
Truly Winning Enduring Enthusiasm for Serious gaming: TWEETS

NOTES



Georgios Yannakakis

Associate Professor, IT University of Copenhagen (ITU)

Presentation:
Rehabilitation games, physical games, game evaluation

NOTES



Sam Yohannan

Senior Physical Therapy Specialist, Burn Rehabilitation Research

Presentation:
A Different Kind of Burn

NOTES



Martijn van der Zee

KLM

Presentation:
How Social Media changes an airline

NOTES

KEYNOTE

NOTES

CONTACT INFORMATION

NAME	E-MAIL
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

ORGANISATION	WEBSITE	TWITTER
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

GAMES FOR HEALTH EUROPE

THIS 1ST ANNUAL CONFERENCE IS MADE POSSIBLE WITH THE SUPPORT OF

2011



Nederlandse Organisatie voor Wetenschappelijk Onderzoek
Exacte Wetenschappen



health2.0challenge



amsterdam
business



This is an investment in your future. This project was made possible with support of the European Regional Development Fund.



WITH THANKS TO:

G4H magazine / iZovator / Fontys / STT / Healthcare Innovations / Informa / Intellect Books / Health Valley / Dutch Game Garden / Agentschap NL / Dutch Game Association / TU/e / Medical Facts / Digitale Zorg / EMGO+ / Radboud RShape & Innovation Centre / Health Innovations / Syntens / Natasha Chatlein / Dutch Embassies & Consulates around the world / GFHEU advisory board / GFHEU program committee / GFHEU ambassadors

TEAM



Ysbrand Derksen

Ysbrand Derksen: Event Management & Press



Jurriaan van Rijswijk

Chairman



Jacqueline van de Wiel

Assistant Event Manager



Sandra van Rijswijk - Boomsma

Program Manager



Alex Gekker

Marketing & Research



Charlotte Dijkhuizen

Executive Secretary



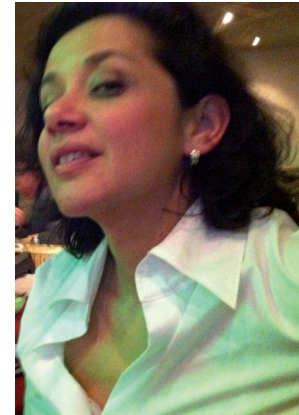
Anouk Witte

Content & PR



Rien Daamen

Video & Technology



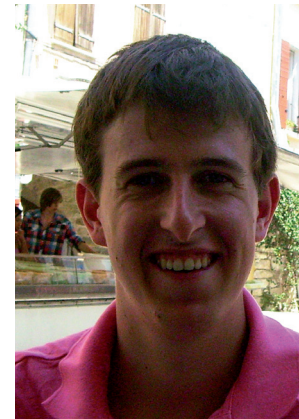
Moniek Falck

Media & Online Marketing



Jan Sonneveld

Logistics & Technology



Steven Haveman

Media & Online Marketing

CONTACT

VENUES / HOTELS / SOCIAL

Games for Health Europe

PO Box 860

5600 AW Eindhoven

The Netherlands

Cell +31 6 811 50 578

Phone +31 40 265 99 88

Social

www.facebook.com/gamesforhealthurope

www.twitter.com/gfheu

#GFH11EU

Conference Venue

Muziekgebouw aan 't IJ / Concert Hall

Piet Heinkade 1

1019 BR Amsterdam

Phone +31 20 788 20 10

WLAN

Name network: GFHEU

Code network: birthplay

Hotels

Lloyd Hotel

Oostelijke Handelskade 34

1019 BN Amsterdam

+31 20 561 36 07

MINT Hotel

Oosterdoksstraat 4

1011 DJ Amsterdam

+31 20 530 0800

Park Plaza Victoria

Damrak 1-5

1012LG Amsterdam

+31 20 62 34 255

Movenpick

Piet Heinkade 11

1019 BR Amsterdam

+31 20 519 1200

Public transportation

Dutch railway/NS:

www.ns.nl/en

Trains from the central station to Schiphol Airport during the day depart every 10 minutes from platform 14a or platform 15. Night trains to the Airport depart from other platforms – check the online schedule

Taxi:

Taxicentrale Amsterdam:

24 hours a day, 7 days a week

Phone +31 20 7777777 (remember 7x7)

www.tcataxi.nl

Journey planner (tram/metro/bus/train):

www.journeyplanner.9292.nl

Tourist information:

www.iamsterdam.com

