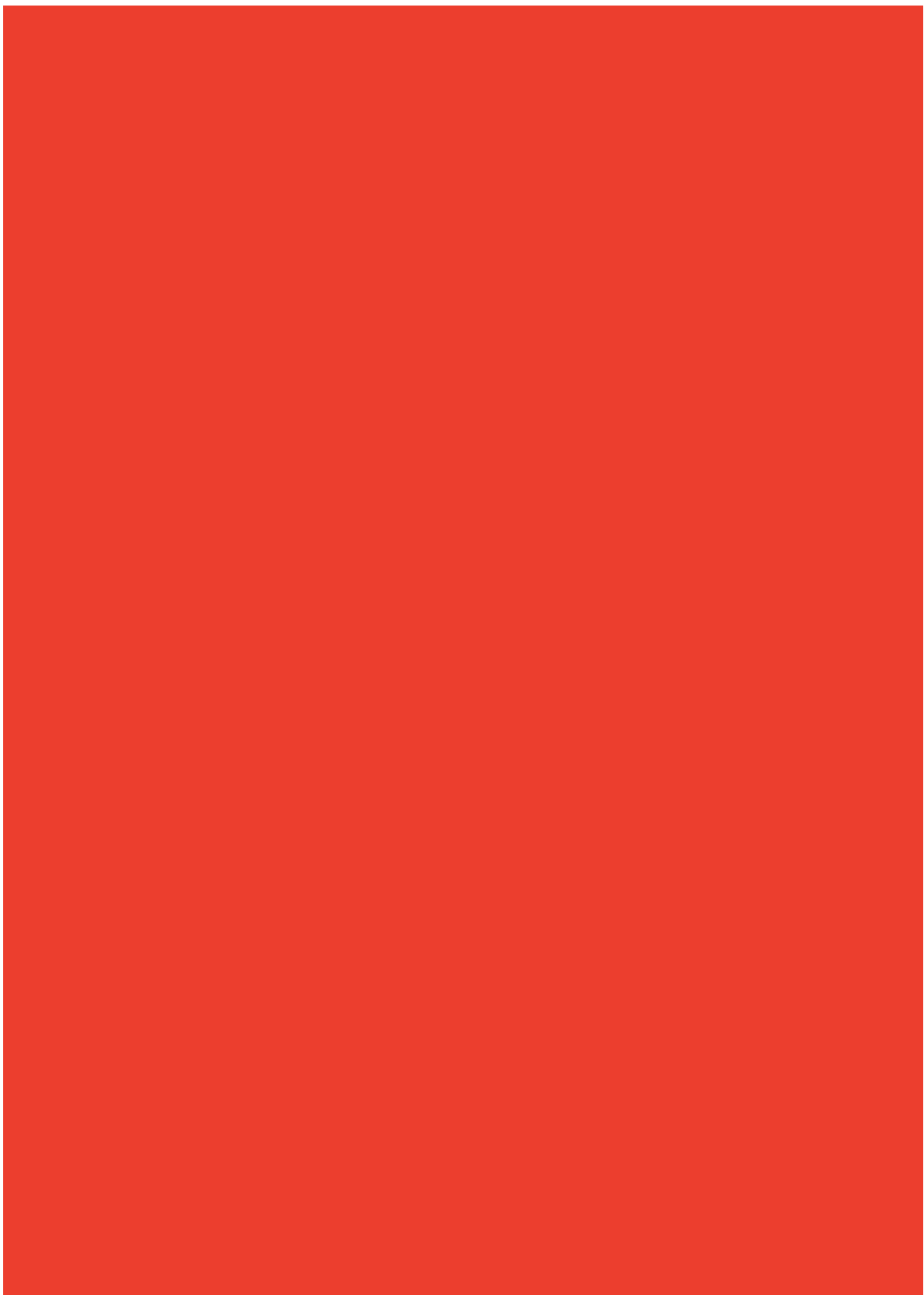


GAMES FOR HEALTH EUROPE



GAMES FOR HEALTH
EUROPE

CONFERENCE 2013



WELCOME



Welcome to the third edition of the Games for Health Europe conference. KPMG is very proud to welcome you and this renowned conference at our headquarters. We support this conference for very good reasons.

The (global) market for applied gaming is rapidly growing and games have become an increasingly dominant part of our lives. In our daily involvement as a consulting partner in the health care sector we see that the use of gaming in health care can make a substantial contribution in supplying ground-breaking solutions to the main challenges in health care: limiting costs and at the same time improving quality of care. The advantage of games is that they respond directly to what is needed in health care: focusing on the patient, the health care professional and cooperation in the care chain.

A source of worry is that the health games market is still immature , fragmented and not very clear to customers. Practical questions like: what is a health game, how does it fit into the care process, how do we finance it, are asked daily. We are convinced that the (business) opportunities for (health care) organisations are immense and that now is the time 'to take applied games seriously'.

We wish you an inspirational conference!

On behalf of KPMG,

Jan de Boer
Partner KPMG IT Advisory
Global lead IT Health



3rd GAMES FOR HEALTH

THIS ANNUAL CONFERENCE IS MADE POSSIBLE



EUROPE 2013

WITH THE SUPPORT OF:



GAMES FOR HEALTH EUROPE



Welcome to Games for Health Europe! Please keep your hands and feet inside the conference zone at all times, as things are about to get bumpy.

Three is a good number, solid. As Ian Fleming wrote in *Goldfinger*, once is an accident, twice is coincidence, and three times is an enemy action. And as the third Games for Health Europe roles in, I can't help but feel proud for this little act of rebellion and disruption that I helped to set in motion.

Because pitching the idea of solving healthcare with videogames is an act of small but continuous disruption against every set notion of medical, business and governmental establishment, and when we meet among friends and colleagues we need to remember that the task we have taken on ourselves is far from over. When one walks the halls of Games for Health Europe It is easy to forget that the main issue we must tackle is not questions of validation, scaling, theory or implementation. The difficult part is to stand up to a skeptic and say "Yes, I play (with) games, and I make the world better!"

Having KPMG as this years' Gold Member is a sure step towards a future where such statement is self-explanatory. KPMG have graciously provided us with the beautiful facilities around you as it understands the need for integrating new technologies and methods into their clients' needs. I would like to thank all the sponsors for their contributions.



GAMES FOR HEALTH EUROPE

So what's new besides the location? We all had great fun with our first multiple days DEVcamp which led to the creation of a life-management game/app for the disabled, and awarded team Fontys. Throwing rewards at creative individuals for elegant problem solving is just something we at GFHEU love doing.

Which brings us to last year's Future of Health Award winner: Federico Semeraro's Mini-VREM, a Kinect and Perceptual Compute game, that merges novel motion control and engaging storyline. This work continues to challenge the boundaries between gaming and saving lives ultimately.

Lastly, I want to congratulate our hard working Program Committee and our new Academic track team lead by Prof. Dr. Ben Schouten. We have an extraordinary conference thanks to their work. This year, for the first time, we called authors to contribute papers into a peer-reviewed conference track. Some of these papers ended up as frontal talks, while baring the additional qualifying mark of rigorous research on top of usual GFHEU talk standards. You will find them marked with ● in the conference program on pages 24-37. Wishing you a great conference!

On behalf of GFHEU team,

Jurriaan van Rijswijk
Chairman Games for Health Europe



Access Point: GUEST NETWORK



WWW.GAMESFORHEALTHEUROPE.ORG



TWITTER.COM/GFHEU #GFH13EU



FACEBOOK.COM/GAMESFORHEALTHEUROPE



LINKEDIN.COM/GFHEUROPE

CONTENT

SCHEDULE AT A GLANCE	10
FLOOR PLAN	15
GENERAL INFORMATION	16
ABOUT GFH EUROPE FOUNDATION	18
Team	21
FULL SCHEDULE	22
OCT 28	22
OCT 29	29
Poster Session	34
SIDE EVENT SCHEDULE	38
Tutorial Ben Sawyer	39
Games [4Health Jam]	40
Games 4 Health Norway	41
VIP Tours	41
Workshop	43
KEYNOTES/MODERATORS/SPEAKERS	44
POSTER PRESENTERS	72
NOTES	78

SCHEDULE AT A GLANCE

OCT 28

DAY 1

07:30 - 09:00

PR ZAAL

REGISTRATION & COFFEE

09:00 - 10:00

PLENARY OPENING

KEYNOTE SESSION

Jan de Boer, KPMG (NL)

Donald Brinkman, Microsoft Research (US)

10:00 - 10:30

COFFEE BREAK & EXHIBITION

10:30 - 12:30

PARALLEL SESSION [TRACK 1, 2, 3]

TRACK 1 COGNITION & MENTAL HEALTH

Many games attempt (and occasionally succeed) having an effect on human behavior and/or emotions, what is next? Enhancing our collective cognitive capacity by using applied games? Yes.

12:30 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 15:15

PARALLEL SESSION [TRACK 4, 5, 6]

TRACK 4 GAMIFICATION & BEHAVIORAL CHANGE

Behavioral change is the ultimate goal, though hard to achieve, but it also happens to be one of the things games and/or game elements do best. Assuming they are well-designed of course.

15:15 - 15:45

TEA BREAK & EXHIBITION

15:45 - 17:15

KEYNOTE SESSION

Denise Silber, Basil Strategies / Doctors 2.0 (FR)

Rafael J. Grossmann, Surgeon, TEDx speaker, Google Glass Explorer and m-Health-Telemedicine Innovator (US)

Lucien Engelen, Radboud REshape & Innovation Center, Radboudumc (NL)

17:15 - 19:00

DRINKS

OCT 28

SESSION ROOM 1

SESSION ROOM 2

TRACK 2 GAMES FOR CARE & CURE

Bridging the gap between the gaming industry and healthcare; how, pros and cons and successful examples.

TRACK 3 PUBLIC HEALTH

The latest playground for game designers is called: public space. How to make the world a better, safer and healthier place by making the right applied games.

TRACK 5 GAMES FOR PROFESSIONAL EDUCATION

Applied games have made their way into professional education, creating better medical professionals from nurses to doctors to hospital administrators, improving patient safety and shortening procedures.

TRACK 6 GAME DESIGN & DEVELOPMENT

To build a game is to create a world. For a health game, such world might have huge implications on the wellbeing of others. How can we incorporate proven design techniques (levels, mechanics, narratives) into applied games?

SCHEDULE AT A GLANCE

OCT 29

DAY 2

07:30 - 09:00

PR ZAAL

REGISTRATION & COFFEE

09:00 - 10:00

KEYNOTE SESSION

Gerald Cultot, European Commission (BE)
Amy Robinson, Eyewire, MIT (US)

10:00 - 10:30

COFFEE BREAK & EXHIBITION

10:30 - 12:30

PARALLEL SESSION [TRACK 7, 8, 9]

TRACK 7 CHILDREN'S HEALTH

Children and young adults are still grow their cognitive capacities. They also grow up gaming. This calls for attention to specific game design techniques to keep them motivated and reach them on their own playground.

12:30 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 14:00

KEYNOTE SESSION

Daan Dohmen, Focus Cura (NL)

14:00- 15:30

PARALLEL SESSION [TRACK 10, 11]

TRACK 10 BUSINESS, FINANCE & LEGAL

Business cases, legal frameworks and marketing strategies. This is where game creators meet business professionals to talk markets, distribution and the future for the industry.

15:30 - 16:00

TEA BREAK & EXHIBITION

16:00 - 17:00

KEYNOTE SESSION & CLOSING

Evert Hoogendoorn, IJsfontein Interactive Media (NL)

Porter Stowell, IBM (US)

Hester Rippen, Foundation Child & Hospital (NL)

17:00 - 18:00

DRINKS

OCT 29

SESSION ROOM 1

SESSION ROOM 2

TRACK 8 MEDICINE ADHERENCE

Medicine - or treatment - adherence is quite an issue. Discontinuation has negative effects on the patient as well as their care path. Adherence requires behavioral change which happens to be what applied games do best.

TRACK 9 RESEARCH & VALIDATION

Games for medical applications still have to meet certain criteria, often through clinical trials and validation. This remains a tough nut to crack though. Could the proof of the pudding be in the eating?

TRACK 11 SILVER GAMES

Silver; it is not about the medal, it is the color of their hair. There are so many interesting games for the elderly striving to improve their quality of life. We will all be playing them eventually.

Growing Games is a new stimulation program to enlarge and empower the applied gaming business in the Netherlands. More than 25 partners already joined forces in order to invest in applied gaming for health care and education. The program is an initiative of the Economic Board Utrecht and iMMovator.

Growing Games

Coming soon to an industry near you!

What's in it for you?

For game professionals

- Matchmaking with professionals in new markets like healthcare institutions
- Validation of games by the TNO Value Centre Applied Games
- Access to finance (seed and venture capital, subsidy programs)
- Professional training programs, housing facilities
- International promotion

Opportunities to grow!

For cure & care professionals

- Matchmaking with game developers
- Validation of games as treatment by the TNO Value Centre Applied Games
- Game research by several universities
- Games as training tool

Smarter Healthcare!

Want to know more?

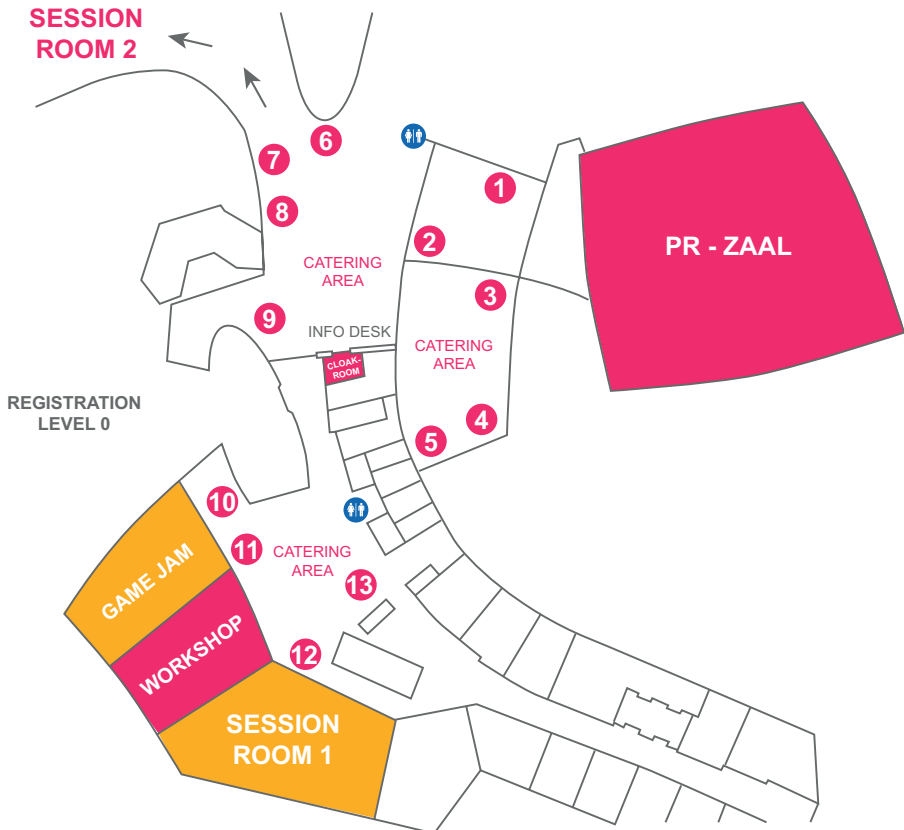
Meet us during the lunch breaks at **stand no. 2**

Meet the partners



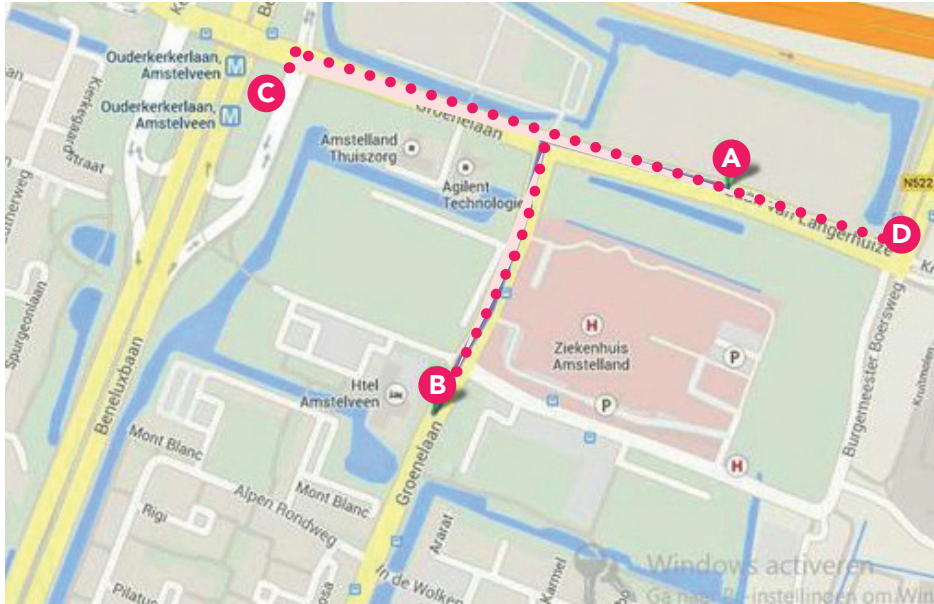
FLOOR PLAN

KPMG LEVEL 1



- | | | | |
|---|--|----|------------------------------------|
| 1 | IJSFONTEIN | 8 | MYCOGNITION |
| 2 | GROWING GAMES | 9 | RANJ |
| 3 | MICROSOFT INNOVATIE-CENTRUM VLAANDEREN | 10 | HEALTH VALLEY |
| 4 | REDMAX | 11 | BBG ENTERTAINMENT/ MYBRAINTRAINING |
| 5 | QLVR | 12 | DSSH |
| 6 | BELLE PRODUCTION | 13 | SERIOUS GAME INSTITUTE |
| 7 | LITTLE CHICKEN | | |

GENERAL INFORMATION



- = WALKING ROUTE
- A = KPMG OFFICE
- B = HTEL APARTMENTS AMSTELVEEN
- C = STOP EXPRESS TRAM 51 – OUDERKERKERLAAN
- D = BUS STOP LINE 300 – BURGEMEESTER BOERSWEG/
LAAN VAN LANGERHULZE

GAMES FOR HEALTH EUROPE FOUNDATION

PO Box 172 // 5700 AD // Helmond // The Netherlands // +31 492 472 450

CONGRESS ORGANIZER

For questions contact: Hannieta Beuving +31 6 468 43 663

Organized by: EVENTS4 // www.events4.nl

CONFERENCE VENUE

KPMG // Laan van Langerhuize 9 // 1186 DS // Amstelveen //
The Netherlands

DUTCH RAILWAYS/NS

Trainstation Amsterdam Central // Stationsplein 15 // 1012 AA // Amsterdam

Trains to Schiphol Airport depart during the day every 15 minutes.

For more info: www.ns.nl/en

PUBLIC TRANSPORT BY EXPRESS TRAM

KPMG can be reached by public transport from Amsterdam Central Railway Station with express tram 54. At metrostation Spaklerweg change to express tram 51 and then disembark at the Ouderkerkerlaan this will take 29 minutes. Or you can take express tram 51 from Amsterdam South railway station to Ouderkerkerlaan this will take 13 minutes. Mount the stairs after disembarking at Ouderkerkerlaan stop. Turn right onto the KPMG office.

PUBLIC TRANSPORT BY BUS

If you are going to travel by bus from Airport Schiphol, line 300 stops near KPMG (bus stop Burgemeester Boersweg/Laan van Langerhuize). This will only take 22 minutes.

Plan your journey via: www.9292.nl/en#

TAXI AMSTERDAM

TCA Taxi, 24 hours a day, 7 days a week, +31 20 7777777 (remember 7x7)
www.tcataxi.nl

HOTEL

Htel Apartments Amstelveen**** // Laan van de Helende Meesters 42 //
1186 AL Amstelveen // The Netherlands // +31 (0) 20 333 72 42

Within walking distance from the congress venue (500m in 6 minutes).

TOURIST INFORMATION

www.iamsterdam.com

ABOUT GFH EUROPE FOUNDATION

The Games for Health Europe Foundation (GFHEU) is the leading professional community in the field of applied health games in Europe, bringing together the best minds in game development and healthcare to advance game technologies that improve health and the delivery of health care. GFHEU is a non-profit organization and founded in 2010 by Jurriaan van Rijswijk and Sandra van Rijswijk-Boomsma. Games For Health Europe is sister conference to Games for Health taking place annually in Boston for the past nine years. The target audience include medical professionals, technology developers, business executives and other stakeholder in health and wellness.

ABOUT THE PROGRAM COMMITTEE

The wonderful women and men of the program committee have been devoting their time and effort over the last year to think, suggest, write, meet and envision. Because of their effort and dedication the topics and tracks are reflecting the most cutting edge themes in health and gaming.

WE WOULD LIKE TO GIVE SPECIAL THANKS TO:

THE MEMBERS OF OUR PROGRAM COMMITTEE

Ben Schouten	Lector Design for Games and Play at Amsterdam University of Applied Sciences, Expert Internet of Things bij European Commission, Professor at Eindhoven University, Faculty of Industrial Design, Professor bij Eindhoven University of Technology (NL)
Jeroen van Maastrigt	Founding partner @ WLYW (WeLoveYourWork) (NL)
Marlies Schijven	Surgeon and Master in Health Sciences/ Academic Medical Center of Amsterdam, President of the Dutch Society for Simulation in Healthcare (NL)
Lucien Engelen	Director REshape & Innovation Center and Advisory to the Executive Committee, Radboudumc, Head of the Regional Acute Healthcare Network, Founder & Curator TEDxNijmegen. Faculty Singularity University FutureMed, Silicon Valley (founded by i.e. Google, NASA & Autodesk)

Mentor Health StartupBootCamp.Copenhagen,
Dublin, Amsterdam, Berlin and Israel, FounderMed-
CrowdFund™, MedCrowdPitch™ and AED4.EU (NL)

Jurriaan van Rijswijk Chairman Games for Health Europe Foundation (NL)

THE MEMBERS OF OUR ACADEMIC PROGRAM COMMITTEE AND PEER-REVIEWERS:

Vero van den Abeele	University of Applied Sciences Leuven (BE)
Tilde Bekker	Eindhoven University of Technology (NL)
Bart Brandenburg	Medicinfo (NL)
Rafael Bidarra	Delft University of Technology (NL)
Ellis Bartholomeus	Eindhoven University of Technology, (NL)
Joris Dormans	Amsterdam University of Applied Sciences (NL)
Berry Eggen	Eindhoven University of Technology (NL)
Stephen Fedtke	Atnovus (CH)
Alex Gekker	University of Utrecht (NL)
Maartje van Haperen	Amsterdam Academic Medical Centre (NL)
Ben Krose	University of Amsterdam (NL)
Joost Raessens	University of Utrecht (NL)
Matthias Rauterberg	Eindhoven University of Technology (NL)
Albert Salah	Boğaziçi University (TR)
Erinc Salor	University of Amsterdam (NL)
Marlies Schijven	Amsterdam Academic Medical Centre (NL)
Ben Schouten	Eindhoven University of Technology (NL)
Stephanie Schuit	Erasmus Medical Centre (NL)
Erik van der Spek	Eindhoven University of Technology (NL)
Rob Tieben	Eindhoven University of Technology (NL)

THE GAMES FOR HEALTH CONFERENCE IS A WONDERFUL MIXTURE
OF GAME DEVELOPERS, HEALTH CARE PROFESSIONALS AND
TECHNOLOGY ENTHUSIASTS. ALL UNITED BY A COMMON GOAL:
CREATING FUN AND ENGAGING EXPERIENCES THAT IMPROVE
HEALTH AND WELL-BEING

Doctors 2.0TM & You

www.doctors20.com

THE International Healthcare Social Media & Mobile Conference

**Cité Universitaire Internationale de Paris
PARIS, France - June 5-6, 2014**

Participants from:

EUROPE, NORTH AMERICA, MIDDLE EAST, ASIA, AUSTRALIA, AFRICA



Partner of:

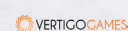


ROTTERDAM COALITION FOR SERIOUS GAMES & INNOVATIVE LEARNING IN GLOBAL HEALTH

Games for Health - October 28 2013 - 15h00 at RANJ stand

- Cutting-edge Rotterdam Serious Games and E-learning companies, together with the Rotterdam Global Health Initiative
- Developing innovative learning strategies and applied games to face the global challenges in health with greater creativity and impact
- Focused on structural improvements: health financing, equal access, better quality of service, public health, good governance, health logistics, performance-based strategies
- Solid track record and international networks and distinct expertise in blended learning, made-to-measure games for training, teaching and policy purposes, evidence-based game design and integrated pedagogical strategies
- Better value for money

Rotterdam Global Health Initiative (RGHI) | Godelieve van Heteren | E: vanheteren@bmg.eur.nl
W: rotterdamglobalhealthinitiative.nl



Join us for a glass of champagne to celebrate the launch!

TEAM



Jurriaan van Rijswijk
Chair



Sandra van Rijswijk
Treasurer



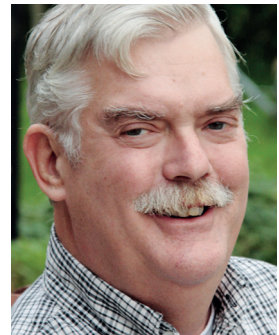
Hannieta Beuving
Conference Manager



Alex Gekker
Business Development
& Research



Rein Opbergen
Copywriter



Rene Luigies
Social Media editor



Eva van Os
Assistant



Araceli Thomas
Assistant



SCHEDULE

OCT 28

DAY 1

07:30 - 09:00

09:00 - 10:00

10:00 - 10:30

10:30 - 12:30

FOR MORE INFORMATION ON
THE SPEAKERS SEE PAGE 44-71

● = ACADEMIC

PR ZAAL

REGISTRATION & COFFEE

PLENARY OPENING

CONFERENCE HOST

John Harrison, Metis Cognition Ltd. (UK)

KEYNOTE SESSION

Jan de Boer, KPMG (NL)

>> The applied game industry needs a game maturity model to be taken seriously

Donald Brinkman, Microsoft Research (US)

>> Flirting water coolers and competitive buildings

COFFEE BREAK & EXHIBITION

PARALLEL SESSION [TRACK 1, 2, 3]

TRACK 1 COGNITION & MENTAL HEALTH

Moderated by John Harrison (UK)

John Harrison, Metis Cognition Ltd. (UK)

>> Faster and better: Cognitive enhancement for pupils at the Dream School?

Fares Kayali, Vienna University of Technology (AT)

>> Autobiographical play to prevent cognitive decline

Stephan Berendsen, BBG Entertainment (DE)

>> Software for scientific proven brain training

OCT 28

SESSION ROOM 1

SESSION ROOM 2

TRACK 2 GAMES FOR CARE & CURE

Moderated by Ben Sawyer (US)

Tanja Korhonen, Kajaani University of Applied Sciences (FI)

>> Developing Health Games in University – pros and cons

Geoffrey Hamon, Howest, University College West Flanders (BE)

>> How to bridge the gap between game industry and healthcare

Jacqueline Cawston & Alex Woolner, Serious Games Institute Coventry University (UK)

>> Sex and drugs and serious games: Tackling sensitive health issues through games



TRACK 3 PUBLIC HEALTH

Moderated by Ben Schouten (NL)

Ruslan Savitskij, Happy Nation & **Harald Andersson**, Wikimedia & **Marcela Moraga**, Deacon in the Equmeniakyrkan (SE)

>> Evidence based preventive medicine as “Game for Health”

Leonie Verheijden Klompstra, Linköping University (SE)

>> Virtual reality to increase exercise capacity of heart failure patients

Jorinde Spook, Maastricht University & TNO (NL)

>> The design rationale of a smartphone game targeting overweight related behaviours among vocational educational students



SCHEDULE

OCT 28

DAY 1

PR ZAAL

TRACK 1 COGNITION & MENTAL HEALTH

Adam Lobel, Radboud University
Nijmegen (NL)

>> How parents mediate children's video
game play, and why it matters

Ruslan Savitskij, Happy Nation &
Siv Johansson, Innernet AB (SE)

>> Games as psychotherapy

12:30 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 15:15

PARALLEL SESSION [TRACK 4, 5, 6]

TRACK 4 GAMIFICATION & BEHAVIORAL CHANGE

Moderated by Jeroen van Mastrigt (NL)

Jeroen van Mastrigt, WeLoveYourWork
(NL)

>> Rules of Engagement
Towards a new design paradigm for
gamified health apps

Joeri Langeveld, Aliens Are Among Us (NL)

>> Cosmic Jump Start: The first
jump towards health and mobile
gameplay

Job Becht, Delft University of Technology
(NL)

>> StandUp: The more you play, the
better you work!

FOR MORE INFORMATION ON
THE SPEAKERS SEE PAGE 44-71

● = ACADEMIC

SESSION ROOM 1**TRACK 2 GAMES FOR CARE & CURE**

● **Tilde Bekkers & Koen de Greef**,
Technical University Eindhoven (NL)
>> Designing kinect games to train motor
skills for mixed ability player

Serge van Sint Jan, Laboratory
of Anatomy, Biomechanics and
Organogenesis (LABO)/ ULB (Université
Libre de Bruxelles) (BE)
>> ICT4Rehab: A "fully"-integrated
ICTplatform for patient rehabilitation

**TRACK 5 GAMES FOR
PROFESSIONAL EDUCATION**

Moderated by Marlies Schijven (NL)

Boudewijn Dijkstra & Derek Kuipers,
NHL University of Applied Sciences (NL)
& **Gerard van der Lei**, iLift (NL)
>> I-lift; training lifting and transfer
techniques for healthcare professionals

Joep Lagro, Radboudumc (NL)
>> GeriatriX, teaching complex medical
reasoning in geriatric education

Balthasar Fernandez-Manjon,
Complutense University of Madrid (ES)
>> Improving the application of the
Surgical Checklist using Serious Games

**SESSION ROOM 2****TRACK 3 PUBLIC HEALTH**

● **Federico Semeraro**, Maggiore Hospital,
Bologna (IT)
>> A serious game to enhance cardiac
arrest awareness

● **Wouter Sluis-Thiescheffer**, Fontys
University of Applied Sciences (NL)
>> PlayFit: A structural reduction in
sedentary behavior throughout a school
day

**TRACK 6 GAME DESIGN &
DEVELOPMENT**

Moderated by Willempje Vriens (NL)

Elena Bertozzi, Quinnipiac University
(US)
>> Successful Game Development
Partnerships between Academics and
Physicians

● **Bard Wartena**, NHL University of
Applied Sciences (NL)
>> Bias Blaster: Integrated bubble-
shooter game with an evidence based
therapeutic intervention



SCHEDULE

OCT 28

DAY 1

PR ZAAL

TRACK 4 GAMIFICATION & BEHAVIORAL CHANGE

Janine Hogendoorn, Ring-Ring (NL)

>> I thought of that while riding my bicycle

Alasdair Thin, Heriot-Watt University (UK)

>> Your gym, your way

Hiroyuki Matsuguma, Kyushu University (JP)

>> Game for stand-up rehabilitation training - how we stand up to our super aging society -

15:15 - 15:45

TEA BREAK & EXHIBITION

15:45 - 17:15

KEYNOTE SESSION

Denise Silber, Basil Strategies / Doctors 2.0 (FR)

>> From Europe to the World: Examples from Doctors 2.0 & You

Rafael J. Grossmann, MD, FACS,

Surgeon, TEDx speaker, Google Glass Explorer and m-Health-Telemedicine Innovator (US)

>> Wearable Computers and m-Health, from iPod to GoogleGlass!

Lucien Engelen, Radboud REshape & Innovation Center, Radboudumc (NL)

>> Your doctor is sitting on your nose

17:15 - 19:00

DRINKS

OCT 28

SESSION ROOM 1

TRACK 5 GAMES FOR PROFESSIONAL EDUCATION

● **Maurits Graafland**, Academic Medical Center Amsterdam (NL)

>> Validity of a game improving situation awareness in surgery

● **John Blakey**, Liverpool School of Tropical Medicine (UK)

>> Leveraging Clinical Data to Improve the Training of Junior Doctors for Out of Hours

SESSION ROOM 2

TRACK 6 GAME DESIGN & DEVELOPMENT

● **Lies van Roessel & Micah Hrehovcsik**, HKU University of the Arts Utrecht (NL)

>> Using an ancient architecture theory for applied game design

● **Kristín Guðmundsdóttir**, IT-University of Copenhagen (DK)

>> Designing Games for Children with Cerebral Palsy

● **Josh Whitkin**, Curtin University (US)

>> Designing the core mechanic in battlefood

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 44-71

● = ACADEMIC

SCHEDULE

OCT 29

DAY 2

07:30 - 09:00

09:00 - 10:00

10:00 - 10:30

10:30 - 12:30

PR ZAAL

REGISTRATION & COFFEE

KEYNOTE SESSION

Gerald Cultot, European Commission (BE)

>> European Commission Research Program H2020

Amy Robinson, Eyewire, MIT (US)

>> A Game to Map The Brain

COFFEE BREAK & EXHIBITION

PARALLEL SESSION [TRACK 7, 8, 9]

TRACK 7 CHILDREN'S HEALTH

Moderated by Jeroen van Mastrigt (NL)

Liza Shkirando, Malmö University (SE)

>> Interaction design for sensitive settings

Michael Bas, Ranj Serious Games (NL) &

Marijn Kraakman, Healthy Solutions (NL)

>> Plan it commander

Isabela Granic, Radboud University

Nijmegen (NL) & **Jan Jonk**, Dreams of Danu (NL)

>> Bridging Clinical and Developmental Science with Game Design

● **Vero Vanden Abeele**, University of Leuven (KH Leuven) (BE)

>> A tablet game for early risk detection of dyslexia in preschoolers

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 44-71

● = ACADEMIC

SESSION ROOM 1

SESSION ROOM 2

TRACK 8 MEDICINE ADHERENCE

Moderated by Jan de Boer (NL)

Olivier Janin, Ubisoft (FR)

>> Game design: A secret sauce to maximize retention and efficiency

Jaap Gerritsen, QLVR (NL)

>> Heartville: From health game to social coaching method

● **Georges Khalil**, University at Buffalo (US)

>> Teasing out emotional gaming events responsible for cancer risk perception

Michael Joubert, Zippyware (US)

>> Impact of the serious game "L'affaire Birman" on knowledge and skills of children and teenagers about their type 1 diabetes

Erik van der Zijden, Synappz Medical Apps (NL)

>> Let's get personal - Patient insights through personalized medical apps



TRACK 9 RESEARCH & VALIDATION

Moderated by Ben Schouten (NL)

● **Bruno Bonnechère**, Laboratory of Anatomy, Biomechanics and Organogenesis (LABO) / ULB (Université Libre de Bruxelles) (BE)

>> From Kinect™ to anatomically-correct motion modelling

● **Nunzio Alberto Borghese**, University of Milan (IT)

>> IGER: A Game Engine Specifically Tailored to Rehabilitation

● **Rafael Bidarra & Robert Kooij**, Delft University of Technology (NL)

>> Gaming at the dentist's: Designing a game for pain and discomfort distraction

Jacob van Kokswijk, Emagic (NL)

>> The testing ground of men is the tongue...



SCHEDULE

OCT 29

DAY 2

PR ZAAL

TRACK 7 CHILDREN'S HEALTH

● **Ralf Schmidt**, University of Duisburg-Essen (DE)

>> Mind Quest - Approaching Performance Anxiety in Primary School

12:30 - 13:30

LUNCH & POSTER SESSION & EXHIBITION

13:30 - 14:00

KEYNOTE SESSION

Daan Dohmen, Focus Cura (NL)

>> Caring for tomorrow: How entrepreneurship is changing healthcare

14:00 - 15:30

PARALLEL SESSION [TRACK 10, 11]

TRACK 10 BUSINESS, FINANCE & LEGAL

Moderated by David Martz (US)

David Martz, Muzzy Lane (US)

>> When You Are Ready To Make a Serious Game - Best Practices to Follow and Common Mistakes to Avoid

Misti Frantzen, Kaasa health (DE)

>> Marketing your Game in a Global Society

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 44-71

● = ACADEMIC

Aernoud Bourdreuz, Bourdreuz Law (NL)

>> It's not about the dog; fundamental lessons for the smart negotiator

SESSION ROOM 1

TRACK 8 MEDICINE ADHERENCE

Erik Siemens, AstraZeneca & **Rob Koenraads** Medix Publishers (NL)
>> Pharma case: From content to trivia app

SESSION ROOM 2

TRACK 9 RESEARCH & VALIDATION

Sebastian Pijnappel, Exertion Games Lab (NL)
>> Exertion Games as You Don't Know Them

TRACK 11 SILVER GAMES

Moderated by Bas Bloem (NL)

Bas Bloem, Parkinson Center Nijmegen / Radboudumc (NL)
>> Games as treatment for neurodegenerative diseases: Options and challenges

Eugène Loos, University of Amsterdam / ASCoR (NL)
>> Silver games: Help or hype for seniors' physical and social well-being?

Annerieke Heuvelink, TNO (NL)
>> Active Video Gaming for Healthy Aging

SCHEDULE

OCT 29

DAY 2

PR ZAAL

TRACK 10 BUSINESS, FINANCE & LEGAL

● **Alasdair Thin**, Heriot-Watt University (UK)

>> Servitization versus Commoditization: The Business Model Dilemma Confronting Serious Games for Health

15:30 - 16:00

TEA BREAK & EXHIBITION

16:00 - 17:00

KEYNOTE SESSION & CLOSING

Evert Hoogendoorn, IJsfontein Interactive Media (NL)

>> How validation can complement the development process of serious games

Porter Stowell, IBM (US)

>> Serious Games: The Next Frontier in Healthcare

Hester Rippen, Foundation Child & Hospital (NL)

>> Quality mark the smiley: the quality of healthcare from the patient's point of view. these expert opinions as validation.....?

17:00 - 18:00

DRINKS

FOR MORE INFORMATION ON THE SPEAKERS SEE PAGE 44-71

● = ACADEMIC

OCT 29

SESSION ROOM 1

TRACK 11 SILVER GAMES

Teun Aalbers, Radboudumc (NL)

>> Puzzling with online games: Self-monitoring of cognitive functions with the bam-cog

POSTER SESSION

DISCOVER INTERESTING VISIONS AT THE POSTER SESSION

OCT 28 +29 // 12:30 - 13:30

The poster session is our way to expand Games For Health Europe's growing content offer. No matter how much we want to accommodate all those who submit to present at the conference, this is not feasible. Therefore, we offer a space and several time-slots for anyone wishing to present their work during the poster sessions. Building on the popular academic concept, the posters will hang in a designated area, allowing attendees to browse, with each poster presenting a health-games related research, concept or prototype. The person(s) behind the poster will stand by their creations during the sessions, and we encourage attendees to approach, ask questions, offer new partnerships and engage in any other form necessary. Think of it as a mingling with visuals aids.

NR.	PRESENTER	POSTER PRESENTATION
1.	● Agali Mert (NL) Military Rehabilitation Center Aardenburg	Development of a theory-based applied game for the treatment of Post-Traumatic Stress Disorder: Proof of feasibility
2.	● Alessia Cadamuro (NL) Design Academy Eindhoven	What Remains?
3.	Andy Yeoman (UK) Focus Active Learning	The Nutrition Game – Promoting Good Nutritional Care Among Healthcare Workers
4.	● Bruno Bonnechère (BE) Laboratory of Anatomy, Biomechanics and Organogenesis (LABO), University of Brussels	Patient follow-up using serious games: A feasibility study on low back pain patients
5.	● Eelco Braad (NL) Hanze University of Applied Sciences	Design & Evaluation of Game-Based Health Interventions: A case study

NR.	PRESENTER	POSTER PRESENTATION
6.	Erik Bulten & Diewke de Haen (NL) Pompestichting & The Expertise Centre for Forensic Psychiatry (EFP)	Offenders & Games
7.	● Jean-Yves Plantec (FR) INSA Toulouse (Institut National des Sciences Appliquées)	Serious game based on Clinical cases: A multidisciplinary Approach for Self-assessment in Dental Education
8.	● John Edison Muñoz Cardona (CO) HCI Group, Clínica de Dolor del Eje Cafetero	BKI: Brain Kinect Interface, a new hybrid BCI for rehabilitation
9.	Katrien Verhoeven (BE) University of Leuven (KH Leuven)	Exergame-experience and energy expenditure during Xbox Kinect™ and Wii™ games: A study comparing single and duo player modes in schoolchildren
10.	Maarten Vollebergh (NL) Academic Medical Centre of Amsterdam	Serious gaming in airway management
11.	Manuel Sprung (AT) University of Vienna, Games4Resilience Lab	Mindbook: A computer-game based cognitive behavioral training for children with low mood
12.	● Nicco Secco (IT) University of Genova	A serious game to inform about HIV prevention: Hinvaders, a Case Study
13.	Rozina Koskela (SE) Malmo University	Engagement through effective real time, online communication

FOR MORE INFORMATION ON THE PRESENTERS SEE PAGE 72-77

● = ACADEMIC

Invest :: Utrecht

Game capital of Europe



- Creativity meets Business
- Hub for game development, -education and events
- Dutch Game Garden: Game Incubator and Business Center
- Home to IGF nominees and game award winners
- Hotspot for young talent, startups and thriving businesses
- Gateway to European markets
- Excellent knowledge transfer and collaboration opportunities



Invest Utrecht can assist you in every way when initiating or expanding your international business in Europe. We help you select the best real estate from our top business facilities, we introduce you to potential partners & networks and we offer advice on incentives, permits, tax & legal matters. We offer on-going support to help foreign-owned enterprises thrive. The best part: all our services are free of charge, confidential and tailor-made to your needs.

Information & contact: Liza Groeneveld ■ +31621124582 ■ liza@investutrecht.com ■ www.investutrecht.com

NR.	PRESENTER	POSTER PRESENTATION
14.	Simon McCallum (NO) Gjøvik University College	Norwegian Game Jam 4 Health
15.	● Simon McCallum (NO) Gjøvik University College	A Taxonomy of Serious Games for Dementia
16.	Thomas Traunwieser (AT) Medical Squad Games	EMIL (Episodic Memory Interactive Learning)
17.	Tom Baranowski (US) Baylor College of Medicine	Adapting a Video Game to the Needs of Pediatric Cancer Patients
18.	Valéria de Cássia Sparapani (BR) University of São Paulo Ribeirão Preto College of Nursing	Playing with Diabetes: An educational video game for children with type 1 diabetes mellitus
19.	● Marco van de Ven & Agnes Willemen (NL) Behavioural Science Institute & Radboud University Nijmegen, VU University Amsterdam	Evidence-based psycholinguistic principles to remediate reading problems applied in the playful app Letterprins
20.	Sander Bakkes & Andrea Haker (NL) University of Amsterdam	Game Studies @ University Of Amsterdam
21.	Mark van Kuijk (NL) Fontys University of Applied Sciences	SIXPAC - Social Interaction to eXite Physical ACTivity

FOR MORE INFORMATION ON THE PRESENTERS SEE PAGE 72-77

● = ACADEMIC

SIDE EVENT SCHEDULE

OCT 27

12:00 - 18:00 **ROOM: WORKSHOP** **TUTORIAL BEN SAWYER**
On recent developments in the serious and health game development world.

18:00 - 21:00 **BAR KPMG** **ICE BREAK PARTY**
Meet our keynotes, speakers, crew and crowd while enjoying a drink.

OCT 28

All day **ROOM: GAME JAM** **GAME JAMES FOR HEALTH JAM**
Students from Fontys University of Applied Sciences (NL), TU/e University of Technology Eindhoven (NL) and Gjøvik University College (NO) present the games they made during 48-hour long game creation competitions.

12:30 - 13:30 **INFO DESK** **VIP TOURS // Syntens**
12:30 - 13:00 **TOUR 1** The VIP tours will take place during lunch
13:00 - 13:30 **TOUR 2** for a small group (max 10 per group).
Reservation is not required. Meeting point is the info desk.

OCT 29

All day **ROOM: GAME JAM** **GAME JAMES FOR HEALTH JAM**
Students from Fontys University of Applied Sciences (NL), TU/e University of Technology Eindhoven (NL) and Gjøvik University College (NO) present the games they made during 48-hour long game creation competitions.

10:30 - 13:00 **ROOM: WORKSHOP** **WORKSHOP**
Full-body Technologies, Playful Interaction & Users with Special Needs:
A Wealth of Potential

12:30 - 13:30 **INFO DESK** **VIP TOURS // Syntens**
12:30 - 13:00 **TOUR 1** The VIP tours will take place during lunch
13:00 - 13:30 **TOUR 2** for a small group (max 10 per group).
Reservation is not required. Meeting point is the info desk.

TUTORIAL BEN SAWYER

RECENT DEVELOPMENTS IN THE SERIOUS & HEALTH GAME DEVELOPMENT WORLD

OCT 27 // 12:00 - 18:00 // WORKSHOP

REGISTRATION REQUIRED

One of the problems with serious games is a lack of easy-to-follow design and production advice that either isn't too general (make it fun!) or too specific to a particular market or topic. This is further compounded by many speakers who confuse key derivatives of serious games such as virtual worlds, gamification, and simulation such that attendees are often more confused than they were at the beginning.

Drawing on over a decade of work developing games for education, health, corporate training, advertising and more, Ben Sawyer, presents a half day tutorial designed to provide both novices and experienced serious game developers and commissioners a common set of approaches for designing and producing serious game projects regardless of specific target.

Over the course of six hours the tutorial covers a set of basics that encapsulate core game development principles while extending them to the unique circumstances common to non-entertainment projects. By focusing heavily on games, and not simulations, or other derivatives, the tutorial focuses on the opportunities that can be extracted from true video and computer game design systems and not just their technologies and talent bases.

The planned schedule for the tutorial starts with some basics, but quickly gets into the specifics of planning, designing, and producing a finished effort.

TIME SCHEDULE

12:00	Starting Time with Lunch and Networking	15:15	Budgets, Schedules, Workflow
12:30	Opening Remarks and Introduction to Afternoon	16:00	BREAK
13:00	A Quick Look at the Basics of Serious Games	16:15	A Case Study : PlayForward: Elm City Stories
13:45	BREAK	17:00	BREAK
14:00	Scoping & Design Techniques	17:15	Markets & Insights : Where Opportunity Exists in Serious Games
15:00	BREAK	18:00	END

GAMES [4HEALTH] JAM

SINK OR SWIM

OCT 28 +29 // 09:00 – 17:00 // GAME JAM

The annual Games [4Health] Jam brought game developers to a most unusual place: the swimming pool. This year's jam explored the possibilities to design swimgames, which encourage youngsters to become physically active. Jammers designed a game for the 'classmate that is always chosen last in gym classes'. Therefore, in the swimgames, playing is more important than winning. WWW.GAMESJAM.NL



GAME	DESCRIPTION	TEAM	MAKERS
APartyDuck	This game anybody may join in to collect balloons of a color by holding objects in the pool over the balloon on the screen.	Badass Badeenden	Sander Swinkels, Thilly Coppelmans, Ard Jacobs, Michel Marsman, Ruud van Boerdonk
Swimnote	Swimnote, where players can use the freedom of movement that the water provides them. With motion detection you can both see and hear your movements.	H2.0	Mike Achten, Anne Marije v/d Meer, Maikel Janssen, Alexander van Dam, Heiko van der Heijden
Kweekvijver	Kweekvijver is a game where players use a styrofoam fish to swim around the pool and scan station to make their own funny fish in a digital aquarium.	Zombies ate my game	Erik Roelofs, Rieneke Schaap, Merel van der Wees, Martijn Prins, Gidi van Liempd

GAMES 4 HEALTH NORWAY

RAPID PROTOTYPING, TURNING IDEAS INTO PROTOTYPES IN NORWAY

OCT 28 +29 // 09:00 – 17:00 // GAME JAM

As part of the Norwegian Governments desire to increase innovation and entrepreneurship we created a Rapid Prototyping and Innovation course at Gjøvik University College. This course requires the student to create a game from scratch in 48 hours. Over the last year we have created several interesting games. This activity is linked to an innovation workshop where over 400 students from Nursing, Engineering, and Computer Science spend 28 hours developing ideas.

Come and see the CPR training game developed using the Wii fit balance board and mobile phone.

VIP TOURS

TOUR AROUND THE GFHEU EXHIBITION!

OCT 28 + 29 // 12:30 – 13:30 // LUNCH BREAK // INFO DESK

Syntens invites you to take a tour around the Games for Health Europe exhibition to meet creative and inspiring applied game companies that will show you their most recent innovations.

Come with us for lively discussions with these innovative companies and discover opportunities and solutions! The VIP tours will take place during lunch for a small group (max 10 per group).

Tour will start at 12:30 hrs. and at 13:00 hrs. and takes approximately 30 minutes. Reservation is not required. Meeting point is the info desk.

Expanding
your business
into Europe?

Join us **in** the
Amsterdam
Metropolitan Area.

I amsterdam.

amsterdam
business

www.amsterdaminbusiness.com

amsterdam inbusiness is the official foreign investment agency of the Amsterdam Metropolitan Area.

WORKSHOP

“FULL-BODY TECHNOLOGIES, PLAYFUL INTERACTION & USERS WITH SPECIAL NEEDS: A WEALTH OF POTENTIAL”

OCT 29 // 10:30 – 13:00 // WORKSHOP

REGISTRATION REQUIRED

The goal of this workshop is to discuss how to design full-body playful solutions for users with special needs, and to examine how to make design decisions and evaluations grounded in experience and theoretical frameworks.

This workshop is addressed at researchers and practitioners from a wide spectrum of disciplines - psychologists, therapists, educators, medical personnel, experts in special needs, as well as engineers, programmers, game developers and interaction designers, whose work address users with special needs or full bodied interaction, or are interested in exploring the challenges of this field.

The activities in the workshop include:

- Demo's of Kinect based games already developed
- Discussion of which are the challenges to address in this area, and
- Exchanging and developing ideas about concrete design /research issues, by working on a hands-on design exercise.

Within this broad area, topics that will be covered include:

- Requirements for game-based learning activities for children/users with special needs
- Game design methods for children/users with special needs
- Best practices of Kinect-based learning games for children/users with special needs
- Evaluation and impact assessment
- Individualizing approaches and other methods to address individual differences
- Involving stakeholders - educators, teachers, therapists, parents – into the learning game design process

INFORMATION

This project is being organized with the M4ALL EU funded project [<http://www.m4allproject.eu/>].

- Franca Garzotto [franca.garzotto@polimi.it], Plitechnico di Milano (IT)
- Simos Retalis [retal@unipi.gr], University of Piraeus (GR)
- Tilde Bekker [m.m.bekker@tue.nl], Eindhoven University of Technology (NL)
- Narcis Pares [narcis.pares@upf.edu], Universitat Pompeu Fabra (ES)

SPEAKERS



John Harrison
Metis Cognition Ltd. (UK)

CONFERENCE HOST & MODERATOR

TRACK 1 // **COGNITION & MENTAL HEALTH**
Faster and better: Cognitive enhancement for pupils at the Dream School?

NOTES



Adam Lobel
Behavioural Science Institute, Radboud University Nijmegen (NL)

TRACK 1 // **COGNITION & MENTAL HEALTH**
How parents mediate children's video game play, and why it matters

NOTES



Aernoud Bourdreux

Bourdreux Law (NL)

TRACK 10 // BUSINESS, FINANCE & LEGAL

It's not about the dog; fundamental lessons for the smart negotiator

NOTES



Alasdair Thin

Heriot-Watt University (UK)

TRACK 4 // GAMIFICATION & BEHAVIOR CHANGE

Your gym, your way

TRACK 10 // BUSINESS, FINANCE & LEGAL

Servitization versus Commoditization: The Business Model Dilemma Confronting Serious Games for Health

NOTES



Alex Woolner

Serious Games Institute, Coventry University (UK)

TRACK 2 // GAMES FOR CARE & CURE

Sex and drugs and serious games

"tackling sensitive health issues through games"

NOTES



KEYNOTE

Amy Robinson

Eyewire (US)

KEYNOTE

A Game to Map The Brain

NOTES



Annerieke Heuvelink

TNO (NL)

TRACK 11 // **SILVER GAMES**

Active Video Gaming for Healthy Aging

NOTES



Baltasar Fernández-Manjón

Complutense University of Madrid (ES)

TRACK 5 // **GAMES FOR PROFESSIONAL EDUCATION**

Improving the application of the Surgical Checklist using Serious Games

NOTES



Bard Wartena

NHL University of Applied Sciences (NL)

TRACK 6 // **GAME DESIGN & DEVELOPMENT**

Bias Blaster: Integrated bubble-shooter game with an evidence based therapeutic intervention

NOTES



Bas Bloem

Parkinson Center Nijmegen (ParC) / Radboudumc (NL)

MODERATOR

TRACK 11 // **SILVER GAMES**

Games as treatment for neurodegenerative diseases: Options and challenges

NOTES



Ben Sawyer

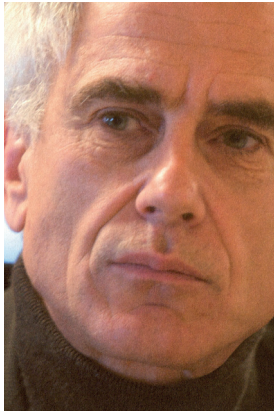
Co Founder of Games for Health (US)

TUTORIAL SUNDAY 27 OCTOBER 2013

MODERATOR

TRACK 2 // **GAMES FOR CARE & CURE**

NOTES



Ben Schouten

Lector Design for Games and Play at Amsterdam University of Applied Sciences (NL)

MODERATOR

TRACK 3 // PUBLIC HEALTH

TRACK 9 // RESEARCH & VALIDATION

NOTES



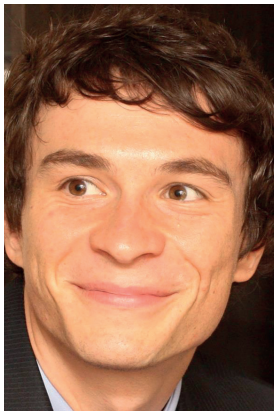
Boudewijn Dijkstra

NHL University of Applied Sciences (NL)

TRACK 5 // GAMES FOR PROFESSIONAL EDUCATION

I-lift; training lifting and transfer techniques for healthcare professionals

NOTES



Bruno Bonnechère

Laboratory of Anatomy, Biomechanics and Organogenesis (LABO)/ ULB (Université Libre de Bruxelles) (BE)

TRACK 9 // RESEARCH & VALIDATION

From Kinect™ to anatomically-correct motion modelling

NOTES



KEYNOTE

Daan Dohmen

Focus Cura (NL)

KEYNOTE

Caring for tomorrow: How entrepreneurship is changing healthcare

NOTES



David Martz

Muzzy Lane Software (US)

MODERATOR

TRACK 10 // **BUSINESS, FINANCE & LEGAL BEST**

When You Are Ready To Make a Serious Game - Best Practices to Follow and Common Mistakes to Avoid

NOTES



KEYNOTE

Denise Silber

Basil Strategies/Doctors 2.0 (FR)

KEYNOTE

From Europe to the World: Examples from Doctors 2.0 & You

NOTES



Derek Kuipers

NHL University of Applied Sciences (NL)

TRACK 5 // **GAMES FOR PROFESSIONAL EDUCATION**

I-lift; training lifting and transfer techniques for healthcare professionals

NOTES



Donald Brinkman

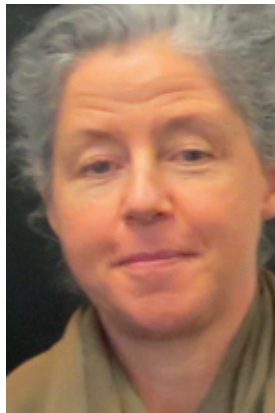
Microsoft Research (USA)

KEYNOTE

Flirting water coolers and competitive buildings

NOTES

KEYNOTE



Elena Bertozzi

Quinnipiac University (US)

TRACK 6 // **GAME DESIGN & DEVELOPMENT**

Successful Game Development Partnerships between Academics and Physicians

NOTES



Erik Siemens
AstraZeneca (NL)

TRACK 8 // **MEDICINE ADHERENCE**
Pharma case: From content to trivia app

NOTES



Erik van der Zijden
Synappz Medical Apps (NL)

TRACK 8 // **MEDICINE ADHERENCE**
Let's get personal - Patient insights through personalized medical apps

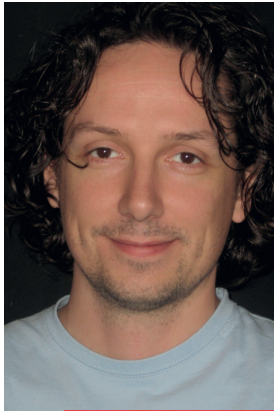
NOTES



Eugène Loos
University of Amsterdam/ASCoR, NL

TRACK 11 // **SILVER GAMES**
Silver games: Help or hype for seniors' physical and social well-being?

NOTES



KEYNOTE

Evert Hoogendoorn

IJsfontein Interactive Media (NL)

KEYNOTE

How validation can complement the development process of serious games

NOTES



Fares Kayali

Vienna University of Technology (AT)

TRACK 1 // **COGNITION & MENTAL HEALTH**

Autobiographical play to prevent cognitive decline

NOTES



Federico Semeraro

Maggiore Hospital Bologna (IT)

TRACK 3 // **PUBLIC HEALTH**

A serious game to enhance cardiac arrest awareness

NOTES



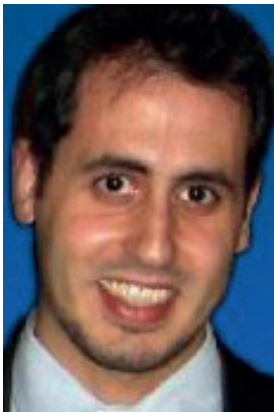
Geoffrey Hamon

Howest, University College West Flanders (BE)

TRACK 2 // **GAMES FOR CARE & CURE**

How to bridge the gap between game industry and healthcare

NOTES



Georges Khalil

University of Buffalo (US)

TRACK 8 // **MEDICINE ADHERENCE**

Teasing out emotional gaming events responsible for cancer risk perception

NOTES



Gerald Cultot

European Commission (BE)

KEYNOTE

European Commission Research Program H2020

NOTES

KEYNOTE



Gerard van der Lei

iLift (NL)

TRACK 2 // **GAMES FOR PROFESSIONAL EDUCATION**

I-lift; training lifting and transfer techniques for healthcare professionals

NOTES



Harald Andersson

Wikimedia (SE)

TRACK 3 // **PUBLIC HEALTH**

Evidence based preventive medicine as "Game for Health"

NOTES



Hester Rippen

Foundation Child & Hospital (NL)

KEYNOTE

Quality mark the Smiley: The quality of healthcare from the patient's point of view. These expert opinions as validation.....?

NOTES

KEYNOTE



Hiroyuki Matsuguma
Kyushu University (JP)

TRACK 4 // **GAMIFICATION & BEHAVIORAL CHANGE**

Game for stand-up rehabilitation training - how we stand up to our super aging society -

NOTES



Isabela Granic
Radboud University Nijmegen (NL)

TRACK 7 // **CHILDREN'S HEALTH**

Bridging Clinical and Developmental Science with Game Design

NOTES



Jaap Gerretsen
QLVR (NL)

TRACK 8 // **MEDICINE ADHERENCE**

Heartville: From health game to social coaching method

NOTES



Jacob van Kokswijk

Emagic (NL)

TRACK 9 // **RESEARCH & VALIDATION**

The testing ground of men is the tongue...

NOTES



Jacqueline Cawston

Serious Games Institute, Coventry University (UK)

TRACK 2 // **GAMES FOR CARE & CURE**

Sex and drugs and serious games

“tackling sensitive health issues through games”

NOTES



Jan de Boer

KPMG, NL (NL)

KEYNOTE

The applied game industry needs a game maturity model to be taken seriously

MODERATOR TRACK 8 // **MEDICINE ADHERENCE**

NOTES

KEYNOTE



Jan Jonk

Dreams of Danu (NL)

TRACK 7 // CHILDREN'S HEALTH

Bridging Clinical and Developmental Science with Game Design

NOTES



Janine Hogendoorn

Ring-Ring (NL)

TRACK 4 // GAMIFICATION & BEHAVIOR CHANGE

I thought of that while riding my bicycle

NOTES



Jeroen van Mastrigt

WeLoveYourWork (NL)

MODERATOR

TRACK 4 // GAMIFICATION & BEHAVIOR CHANGE

TRACK 7 // CHILDREN'S HEALTH

TRACK 4 // GAMIFICATION & BEHAVIOR CHANGE

Rules of Engagement

Towards a new design paradigm for gamified health apps

NOTES



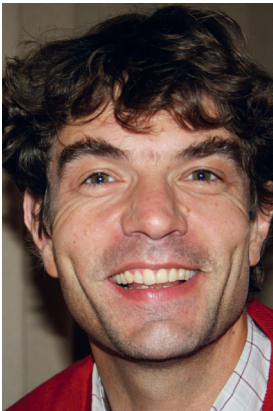
Job Becht

Delft University of Technology (NL)

TRACK 4 // **GAMIFICATION & BEHAVIOR CHANGE**

StandUp: The more you play, the better you work!

NOTES



Joep Lagro

Radboudumc (NL)

TRACK 5 // **GAMES FOR PROFESSIONAL EDUCATION**

GeriatricX, teaching complex medical reasoning in geriatric education

NOTES



Joeri Langeveld

Aliens Are Among Us (NL)

TRACK 4 // **GAMIFICATION & BEHAVIOR CHANGE**

Cosmic Jump Start: The first jump towards health and mobile gameplay

NOTES



John Blakey

Liverpool School of Tropical Medicine (UK)

TRACK 5 // **GAMES FOR PROFESSIONAL EDUCATION**

Leveraging Clinical Data to Improve the Training of Junior Doctors for Out of Hours

NOTES



Jorinde Spook

Maastricht University & TNO (NL)

TRACK 3 // **PUBLIC HEALTH**

The design rationale of a smartphone game targeting overweight related behaviours among vocational educational students

NOTES



Josh Whitkin

Curtin University (US)

TRACK 6 // **GAME DESIGN & DEVELOPMENT**

Designing the core mechanic in battlefood

NOTES



Koen de Greef

Technical University Eindhoven (NL)

TRACK 2 // **GAMES FOR CARE & CURE**

Designing kinect games to train motor skills for mixed ability player

NOTES



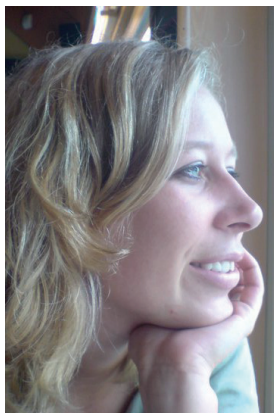
Kristín Guðmundsdóttir

IT-University of Copenhagen (DK)

TRACK 6 // **GAME DESIGN & DEVELOPMENT**

Designing Games for Children with Cerebral Palsy

NOTES



Leonie Verheijden-Klompstra

Linköping University (SE)

TRACK 3 // **PUBLIC HEALTH**

Virtual reality to increase exercise capacity of heart failure patients

NOTES



Lies van Roessel

Utrecht University of the Arts (NL)

TRACK 6 // **GAME DESIGN & DEVELOPMENT**

Using an ancient architecture theory for applied game design

NOTES



Liza Shkirando

Malmö University (SE)

TRACK 7 // **CHILDREN'S HEALTH**

Interaction design for sensitive settings

NOTES



Lucien Engelen

Radboud REshape & Innovation Center, Radboudumc (NL)

KEYNOTE

Your doctor is sitting on your nose

NOTES

KEYNOTE



Marcela Moraga

Deacon in the Equmeniakyrkan (SE)

TRACK 3 // PUBLIC HEALTH

Evidence based preventive medicine as "Game for Health"

NOTES



Marijn Kraakman

Healthy Solutions (NL)

TRACK 7 // CHILDREN'S HEALTH

Plan it commander

NOTES



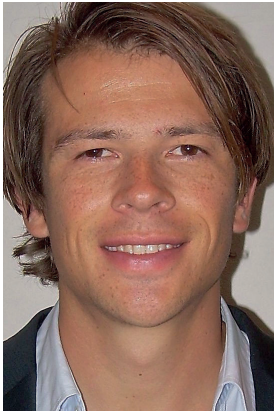
Marlies Schijven

Surgeon and Master in Health Sciences/ Academic Medical Center of Amsterdam (NL)

MODERATOR

TRACK 5 // GAMES FOR PROFESSIONAL EDUCATION

NOTES



Maurits Graafland

Academic Medical Center Amsterdam (NL)

TRACK 5 // **GAMES FOR PROFESSIONAL EDUCATION**

Validity of a game improving situation awareness in surgery

NOTES



Micah Hrehovcsik

Utrecht University of the Arts (NL)

TRACK 6 // **GAME DESIGN & DEVELOPMENT**

Using an ancient architecture theory for applied game design

NOTES



Michael Bas

Ranj Serious Games (NL)

TRACK 7 // **CHILDREN'S HEALTH**

Plan it commander

NOTES



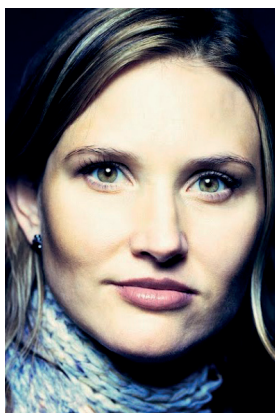
Michael Joubert

Zippyware (US)

TRACK 8 // **MEDICINE ADHERENCE**

Impact of the serious game "L'affaire Birman" on knowledge and skills of children and teenagers about their type 1 diabetes

NOTES



Misti Frantzen

Kaasa health (DE)

TRACK 10 // **BUSINESS, FINANCE & LEGAL**

Marketing your Game in a Global Society

NOTES



Nunzio Alberto Borghese

University of Milan (IT)

TRACK 9 // **RESEARCH & VALIDATION**

IGER: A Game Engine Specifically Tailored to Rehabilitation

NOTES



Oliver Janin

Ubisoft (FR)

TRACK 8 // **MEDICINE ADHERENCE**

Game design: A secret sauce to maximize retention and efficiency

NOTES



Porter Stowell

IBM, US

KEYNOTE

Serious Games: The Next Frontier in Healthcare

NOTES

KEYNOTE



Rafael Bidarra

Delft University of Technology (NL)

TRACK 9 // **RESEARCH & VALIDATION**

Gaming at the dentist's: Designing a game for pain and discomfort distraction

NOTES



KEYNOTE

Rafael Grossmann

Surgeon, TEDx speaker, Google Glass Explorer and m-Health-Telemedicine Innovator (US)

KEYNOTE

Wearable Computers and m-Health, from iPod to GoogleGlass!

NOTES



Ralf Schmidt

University of Duisburg-Essen (DE)

TRACK 7 // **CHILDREN'S HEALTH**

Mind Quest - Approaching Performance Anxiety in Primary School

NOTES



Rob Koenraads

Medix Publishers (NL)

TRACK 8 // **MEDICINE ADHERENCE**

Pharma case: From content to trivia app

NOTES



Robert Kooij

Delft University of Technology (NL)

TRACK 9 // RESEARCH & VALIDATION

Gaming at the dentist's: Designing a game for pain and discomfort distraction

NOTES



Ruslan Savitskij

Happy Nation (SE)

TRACK 1 // COGNITION & MENTAL HEALTH

Games as psychotherapy

TRACK 3 // PUBLIC HEALTH

Evidence based preventive medicine as "Game for Health"

NOTES



Sebastiaan Pijnappel

Exertion Games Lab (NL)

TRACK 9 // RESEARCH & VALIDATION

Exertion Games as You Don't Know Them

NOTES



Serge van Sint Jan

Laboratory of Anatomy, Biomechanics and Organogenesis (LABO)/ ULB (Université Libre de Bruxelles) (BE)

TRACK 2 // **GAMES FOR CARE & CURE**

ICT4Rehab: A "fully"-integrated ICTplatform for patient rehabilitation

NOTES



Siv Johansson

Innernet AB (SE)

TRACK 1 // **COGNITION & MENTAL HEALTH**

Games as psychotherapy

NOTES



Stephan Berendsen

BBG Entertainment (DE)

TRACK 1 // **COGNITION & MENTAL HEALTH**

Software for scientific proven brain training

NOTES



Tanja Korhonen

Kajaani University of Applied Sciences (FI)

TRACK 2 // **GAMES FOR CARE & CURE**

Developing Health Games in University – pros and cons

NOTES



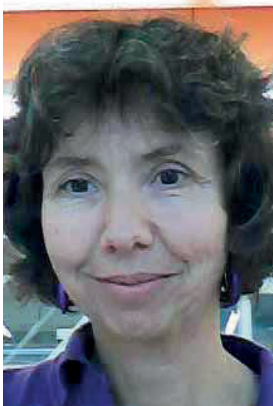
Teun Aalbers

Radboudumc (NL)

TRACK 11 // **SILVER GAMES**

Puzzling with online games: Self-monitoring of cognitive functions with the BAM-COG

NOTES



Tilde Bekkers

Technical University Eindhoven (NL)

TRACK 2 // **GAMES FOR CARE & CURE**

Designing kinect games to train motor skills for mixed ability player

NOTES

The top section of the image features a glowing blue brain graphic with white light rays emanating from it. The MyCognition logo is centered at the top, with the tagline 'cognitive health' in smaller text below it. The background is a dark blue with faint binary code (0s and 1s) and light rays.

MyCognition
cognitive health

Changing the world one mind at a time

We are conducting some of the most sophisticated trials ever into cognitive health enhancement using a bespoke cognitive test and applied games. We believe these will shape the future of cognitive health.

Find us at **Booth 8** to learn more about our vision, evidence programme and exciting products for changing the world, one mind at a time.

Tweet us: @mycognition Find us online: www.mycognition.co.uk

The bottom section is enclosed in a black rectangular border. It features the year '2014' in large, bold, purple-to-white gradient numbers. Below the year is a green stethoscope icon with a game controller button symbol on its chest piece. The text '10TH ANNUAL GAMES FOR HEALTH CONFERENCE' is centered below the icon. At the bottom, the location 'Back Bay Events Center' and 'BOSTON' are on the left, and the dates 'June 18-20, 2014' and website 'www.gamesforhealth.org' are on the right.

2014

10TH ANNUAL GAMES FOR HEALTH CONFERENCE

Back Bay Events Center

BOSTON

June 18-20, 2014
www.gamesforhealth.org



Vero van den Abeele

University of Leuven (KH Leuven) (BE)

TRACK 7 // CHILDREN'S HEALTH

A tablet game for early risk detection of dyslexia in preschoolers

NOTES



Willempje Vrins

Founding partner @ WLYW (WeLoveYourWork) (NL)

MODERATOR

TRACK 6 // GAME DESIGN & DEVELOPMENT

NOTES



Wouter Sluis-Tiescheffer

Fontys University of Applied Sciences (NL)

TRACK 3 // PUBLIC HEALTH

PlayFit: A structural reduction in sedentary behavior throughout a school day

NOTES

POSTER PRESENTERS



POSTER 1

Agali Mert

Military Rehabilitation Center Aardenburg (NL)

Development of a theory-based applied game for the treatment of Post-Traumatic Stress Disorder: Proof of feasibility

NOTES



POSTER 19

Agnes Willemen

VU University Amsterdam (NL)

Evidence-based psycholinguistic principles to remediate reading problems applied in the playful app Letterprins

NOTES



POSTER 2

Alessia Cadamuro

Design Academy Eindhoven (NL)

What Remains?

NOTES



POSTER 20

Andrea Haker

University of Amsterdam (NL)

Game Studies @ University Of Amsterdam

NOTES



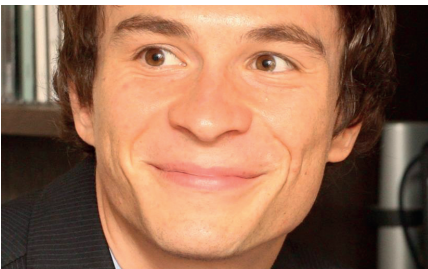
POSTER 3

Andy Yeoman

Focus Active Learning (UK)

The Nutrition Game – Promoting Good Nutritional Care Among Healthcare Workers

NOTES



POSTER 4

Bruno Bonnechère

Laboratory of Anatomy, Biomechanics and Organogenesis (LABO), University of Brussels (BE)

Patient follow-up using serious games: A feasibility study on low back pain patients

NOTES



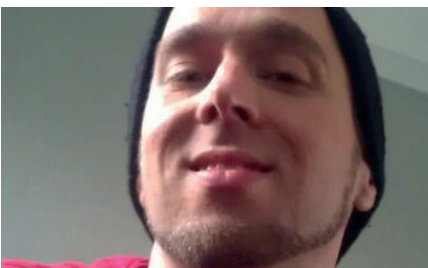
POSTER 6

Diewke de Haen

The Expertise Centre for Forensic Psychiatry (EFP) (NL)

Offenders & Games

NOTES



POSTER 5

Eelco Braad

Hanze University of Applied Sciences (NL)

Design & Evaluation of Game-Based Health Interventions: A case study

NOTES



POSTER 6

Erik Bulten

Pompestichting (NL)

Offenders & Games

NOTES



POSTER 7

Jean-Yves Plantec

INSA Toulouse (Institut National des Sciences Appliquées) (FR)

Serious game based on Clinical cases: A multidisciplinary Approach for Self-assessment in Dental Education

NOTES



POSTER 8

John Edison Muñoz Cardona

HCI Group, Clínica de Dolor del Eje Cafetero (CO)

BKI: Brain Kinect Interface, a new hybrid BCI for rehabilitation

NOTES



POSTER 9

Katrien Verhoeven

University of Leuven (KH Leuven) (BE)

Exergame-experience and energy expenditure during Xbox Kinect™ and Wii™ games: A study comparing single and duo player modes in schoolchildren

NOTES



POSTER 10

Maarten Vollebergh

Academic Medical Centre of Amsterdam (NL)

Serious gaming in airway management

NOTES



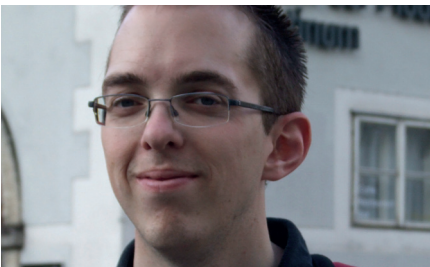
POSTER 11

Manuel Sprung

University of Vienna, Games4Resilience Lab (AT)

Mindbook: A computer-game based cognitive behavioral training for children with low mood

NOTES



POSTER 19

Marco van de Ven Behavioural Science Institute, Radboud University Nijmegen (NL)

Evidence-based psycholinguistic principles to remediate reading problems applied in the playful app Letterprins

NOTES



POSTER 21

Mark van Kuijk

Fontys University of Applied Sciences (NL)

SIXPAC - Social Interaction to eXite Physical ACTivity

NOTES



POSTER 12

Nicco Secco

University of Genova (IT)

A serious games to inform about HIV prevention: Hinvaders, a Case Study

NOTES



POSTER 13

Rozina Koskela

Malmö University (SE)

Engagement Through Effective Real Time, Online Communication

NOTES



POSTER 20

Sander Bakkes

University of Amsterdam (NL)

Game Studies @ University Of Amsterdam

NOTES



POSTER 14

Simon McCallum

Gjøvik University College (NO)

Norwegian Game Jam 4 Health

NOTES



POSTER 15

Simon McCallum

Gjøvik University College (NO)

A Taxonomy of Serious Games for Dementia

NOTES



POSTER 16

Thomas Traunwieser

Medical Squad Games (AT)

EMIL (Episodic Memory Interactive Learning)

NOTES



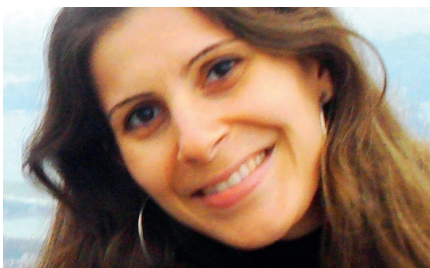
POSTER 17

Tom Baranowski

Baylor College of Medicine (US)

Adapting a Video Game to the Needs of Pediatric Cancer Patients

NOTES



POSTER 18

Valéria de Cássia Sparapani

University of São Paulo Ribeirão Preto College of Nursing (BR)

Playing with Diabetes: An educational video game

NOTES

CONTACT INFORMATION

NAME

E-MAIL

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____





GAMES FOR HEALTH
EUROPE

SAVE THE DATE!
OCTOBER 27th / 28th 2014