

# PROGRAM | 31 MARCH 2025

## DAY 1

9.00 - 10.00

REGISTRATION FLOOR  
**REGISTRATION & COFFEE**

10.00 - 11.00

LOCATION

### PLENARY OPENING

CONFERENCE HOST **John Harrison**  
CHAIRMAN **Jurriaan van Rijswijk**

Metis Cognition Ltd. (UK)  
Games for Health Europe (NL)

**An overview of 10 years GFHEU**

### KEYNOTE SESSION

Keynote session title

**Speaker name** Company name

Keynote session title

**Adam Gazzaly / Rafael Grossmann** Company name

11.00 - 11.15

LOCATION  
**COFFEE BREAK**

11.15 - 12.45

## PARALLEL SESSIONS

SESSION ROOM 1  
**TRACK 1A**

**Play Behavior & Design Research**  
Moderated by Name

### Danica Mast

The Hague University (NL)  
*The Participant Journey, Map for Playful Interaction in (semi-) Public Spaces*

### Liga Berzina

uzvediba.lv (LV)  
*How to Understand and Change a Challenging Behavior at School*

### Sander Bakkes

Utrecht University (NL)  
*How Pinball Play Supports Wellbeing*

### Zofia Einhorn

ThePlayground (IL)  
*Call of Action - When Call of Duty Meets Call to Action*

The best design practices for playful health innovations.

SESSION ROOM 2  
**TRACK 2**

**Public Health & Prevention**  
Moderated by Name

### David Wortley

International Society for Digital Medicine (UK)  
*How Gamification, Wearables, Lifestyle Medicine and AI Could Transform Public Health*

### Diana Eijgermans

The Hague University of Applied Sciences (NL)  
*The Influencergame: Empowering Prevocational Students to Counter Health Misinformation through Serious Gaming*

### Drew Crecente

Jennifer Ann's Group (US)  
*Gaming Against Violence: Bespoke Prosocial Video Games for Violence Prevention*

### Olivier Blanson Henkemans

TNO Child Health (NL)  
*ePartners4All: A Co-Creation Initiative for Enhancing Child Wellbeing through Edutainment and Interactive Robot Support*

How can we utilize gameplay for a healthier society?

SESSION ROOM 3  
**TRACK 3**

**Mental Health**  
Moderated by Name

### Dylan Arnold

Abertay University (GB-SCT)  
*The Utilisation of Video Games to Maintain Mental Wellbeing in University Students: Assessing Depressive Symptoms through Ecological and Biopsychosocial Perspectives*

### Ellis Bartholomeus

ellis in wonderland (NL)  
*POP: Power of Play*

### Emmie Koevoets

Wilhelmina Children's Hospital (NL)  
*Play Behavior and Mental Health of Children With a Chronic Condition*

### Puck Noorlag

Erasmus MC (NL)  
*Grow It! - a Gamified Smartphone App to Promote Overall Mental Wellbeing*

How can the power of play increase mental well-being & happiness?

11.15 - 12.45

PARALLEL SESSIONS

SESSION ROOM 4  
**WORKSHOP**

**How to Fund Your Innovation**

*Moderated by Name*

Experienced investors teach you how to better raise funding for your start-up innovation.

*Facilitators:*  
Stefan Hulsbergen, BOM (NL)

*Organized by*  
BOM

SESSION ROOM 5  
**WORKSHOP**

**Artificial Intelligence & Ethics**

*Moderated by Name*

Discuss practices and ethical considerations of using AI in healthcare, using real-world case studies.

*Facilitators:*  
Spel van Centrum voor Ethiek en Gezondheid (NL)

*Speakers:*  
Suzanne Tholenaar, Games for Health (NL)  
Mark van Kuijk, Games for Health (NL)  
Jurriaan van Rijswijk, Games for Health (NL)

*Organized by*  
Company name

SESSION ROOM 6  
**ONGOING**

**Escaperoom**

Games for Health (NL)

**Play it Forward**

Games for Health (NL)

**Techno Tinder**

Games for Health (NL)

Play, experience, discuss: try out the demonstrations in session room 6, available all day!

12.45 - 14.00

LOCATION  
**LUNCH & DEMO SESSIONS**

14.00 - 15.30

PARALLEL SESSIONS

SESSION ROOM 1  
**WORKSHOP**

**Sustainability Scope 3**

*Moderated by Name*

In this workshop hosted by Philips, we will turn the collective ideas for transforming supply chains into one sustainable, achievable action plan.

*Speakers:*  
Robert Metzke, Philips (NL)  
Rob Tieben, Games for Health (NL)  
Jurriaan van Rijswijk, Games for Health (NL)

*Organized by*  
Philips

SESSION ROOM 2  
**TRACK 4**

**Interventions**

*Moderated by Name*

How can we make healthcare interventions not only more fun, but more effective?

**Fares Kayali**

University of Vienna (AT)  
*StableHandVR - Virtual Reality Training for Restoring Hand and Finger Function*

**Roger ter Heide**

ImproVive (NL)  
*Innovating Healthcare Using XR and AI Technology*

**Ruud van der Wel**

My Breath My Music (NL)  
*Respiratory Therapy through Gaming*

14.00 - 15.30

PARALLEL SESSIONS

SESSION ROOM 3  
**TRACK 5**

**Training Tools & Education**

Moderated by Name

Can we increase the effectiveness of training & education using games?

**Speaker Name**

Organization (Country)

Presentation title

**Federico Semeraro**

Italian Resuscitation Council /  
European Resuscitation Council (IT)  
*How Serious Games and Virtual Reality are Driving Successful Cardiac Awareness Campaigns*

SESSION ROOM 4  
**WORKSHOP**

**Pitch Your Innovation!**

Moderated by Name

In this workshop, start-ups pitch their ideas for direct feedback from an audience of experienced investors.

**Facilitators:**

ScaleUp  
NLC  
NL Investeert

**Speakers:**

Stefan Hulsbergen, BOM (NL)  
Patrick van Eekeren (NL)

**Organized by**  
Company name

SESSION ROOM 5  
**WORKSHOP**

**Diagnostics & Screening**

Moderated by Name

**Facilitators:**

Marc Buise, Maastricht UMC+ (NL)  
Margot Mol (NL)

**Organized by**  
Company name

SESSION ROOM 6  
**ONGOING**

Play, experience, discuss: try out the demonstrations in session room 6, available all day!

**Escaperoom**

Games for Health (NL)

**Play it Forward**

Games for Health (NL)

**Techno Tinder**

Games for Health (NL)

15.30 - 15.45

LOCATION  
**TEA BREAK**

15.45 - 16.45

SESSION ROOM 1  
**KEYNOTE SESSION**

Keynote session title

**Carlo van de Weijer** Company name

Keynote session title

**Egge van de Poel** Company name

Closing

**John Harrison** Company name

16.45 - 17.00

LOCATION  
**NETWORK DRINKS**

# PROGRAM | 1 APRIL 2025

## DAY 2

9.00 - 10.00

REGISTRATION FLOOR  
**REGISTRATION & COFFEE**

10.00 - 11.00

LOCATION  
**PLENARY OPENING**

CONFERENCE HOST **John Harrison**  
CHAIRMAN **Jurriaan van Rijswijk**

Metis Cognition Ltd. (UK)  
Games for Health Europe (NL)

**KEYNOTE SESSION**

*Keynote session title*

**Speaker name** Company name

*Keynote session title*

**Lisette van Gemert** Company name

11.00 - 11.15

LOCATION  
**COFFEE BREAK**

11.15 - 12.45

**PARALLEL SESSIONS**

SESSION ROOM 1  
**TRACK 1B**

**Play Behavior & Design Research**  
*Moderated by Name*

The best design practices for playful health innovations.

**Bard Wartena & Joanneke Weerdmeester**  
NHL University of Applied Sciences & HKU Hogeschool/Monobanda (NL)  
*Design Rationales in E-Health Junior: Navigating the Playground of Design*

**Dennis Arts**  
Fontys Hogeschool - Sport Studies (NL)  
*Designing Tools for Interdisciplinary Collaboration: From Research Prototype to Digital and Tangible Boardgame*

**Lorenzo James**  
Technical University Eindhoven (NL)  
*Toward Enhancing Engagement in mHealth Apps: Balancing Health and Entertainment with AI-Driven Level Structures and Dark Game Design Patterns*

**Stéphanie Carlier**  
IDLab - Ghent University (BE)  
*Empowering Health: Personalised Serious Games and Gamification*

SESSION ROOM 2  
**TRACK 6**

**Transforming Healthcare Systems**  
*Moderated by Name*

Future-proofing our healthcare systems using gaming technologies.

**Anne-Laure Héritier**  
DIVERSITY SA (CH)  
*Data-driven System for Autistic Care Using Mixed Reality Games*

**Carla Sílvia Fernandes**  
ADITGames Association and Nursing School of Porto (PT)  
*Enhancing Interprofessional Collaboration in Healthcare Using Escaperooms: a Pilot Study*

**Charlotte Poot**  
Stichting Hospital Hero / Leiden University Medical Centre (NL)  
*Empowering Children Through the Hospital Hero App: A Serious Game to Reduce Fear and Anxiety for Radiological Examinations.*

**Oscar Dalmau Ibañez**  
UManresa Uvic-UCC (ES)  
*Healthcare Skills Toolbox: Enhance the Adaptability to New Scenarios*

SESSION ROOM 3  
**TRACK 7**

**Citizen Science**  
*Moderated by Name*

How gaming technologies can engage more people in science and improve our data.

**Speaker Name**  
Organization (Country)  
*Presentation title*

11.15 - 12.45

PARALLEL SESSIONS

SESSION ROOM 4  
**WORKSHOP**

**Map Your Innovation Journey**

Moderated by Name

A workshop to better understand common bottlenecks and learn from both reflections and experiences.

Facilitators:

Organized by  
Company name

SESSION ROOM 5  
**WORKSHOP**

**Open for Sponsoring**

Moderated by Name

Facilitators:

Organized by  
Company name

SESSION ROOM 6  
**ONGOING**

**Escaperoom**

Games for Health (NL)

**Play it Forward**

Games for Health (NL)

**Techno Tinder**

Games for Health (NL)

Play, experience, discuss: try out the demonstrations in session room 6, available all day!

12.45 - 14.00

LOCATION  
**LUNCH & DEMO SESSIONS**

14.00 - 15.30

PARALLEL SESSIONS

SESSION ROOM 1  
**TRACK 8**

**Patient Engagement**

Moderated by Name

How can we engage patients better to improve their self-sufficiency?

SESSION ROOM 2  
**TRACK 9**

**Rehab**

Moderated by Name

Engaging patients long-term in rehabilitation is difficult; can games improve that?

**Aurora Ruiz-Rodriguez**

University of Twente (NL)  
*Design of an Exergame for Balance Recovery of Stroke Patients for a Home Environment*

**Gordon Brown**

Abertay University (GB-SCT)  
*T-Wrecks: An Exergame Exploring Difficulty Adaptation and Player Engagement through Lane-Based Movement*

**Joke Veltman**

IQ Health (NL)  
*Melody Game: Music Training App for Deaf CI Users*

14.00 - 15.30

PARALLEL SESSIONS

SESSION ROOM 3  
WORKSHOP

**Open for Sponsoring**  
Moderated by Name

Facilitators:

Organized by  
Company name

SESSION ROOM 4  
WORKSHOP

**Scale Up Your Innovation**  
Moderated by Name

In this workshop, we will design a standardized approach for scaling up and successfully implementing healthcare innovations across multiple healthcare institutions.

Facilitators:

Organized by  
Company name

SESSION ROOM 5  
WORKSHOP

**Open for Sponsoring**  
Moderated by Name

Facilitators:

Organized by  
Company name

SESSION ROOM 6  
ONGOING

Play, experience, discuss: try out the demonstrations in session room 6, available all day!

**Escaperoom**  
Games for Health (NL)

**Play it Forward**  
Games for Health (NL)

**Techno Tinder**  
Games for Health (NL)

15.30 - 15.45

LOCATION  
TEA BREAK

15.45 - 16.45

SESSION ROOM 1  
KEYNOTE SESSION

Keynote session title

**Stefanie Jansen Kosterink** Company name

Keynote session title

**Speaker name** Company name

Closing ceremony & video

**John Harrison** Company name

16.45 - 17.00

LOCATION  
NETWORK DRINKS