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** — Metis Cognition Ltd. (UK)
CHAIRMAN **Jurriaan van Rijswijk** — Games for Health Europe (NL)

An overview of 10 years GFHEU

KEYNOTE SESSION

Keynote session title — **Adam Gazzaly / Rafael Grossmann** — Company name (USA)

Games 4 Society: How Gaming Can Improve Remote Sensing of the Earth — **Marco Beijersbergen** — cosine (NL)

11.00 - 11.15	LOCATION **COFFEE BREAK**

11.15 - 12.45	**PARALLEL SESSIONS**

SESSION ROOM 1
TRACK 1
Play Behavior & Design Research
Moderated by Name

The best design practices for playful health innovations.

Danica Mast	**Liga Berzina**	**Sander Bakkes**	**Zofia Einhorn**
The Hague University (NL)	uzvediba.lv (LV)	Utrecht University (NL)	ThePlayground (IL)
The Participant Journey, Map for Playful Interaction in (semi-) Public Spaces	*How to Understand and Change a Challenging Behavior at School*	*How Pinball Play Supports Wellbeing*	*Winning Hearts: The Quest Where Health Meets Gamification*

SESSION ROOM 2
TRACK 2
Public Health & Prevention
Moderated by Name

How can we utilize gameplay for a healthier society?

David Wortley	**Diana Eijgermans**	**Drew Crecente**	**Olivier Blanson Henkemans**
International Society for Digital Medicine (UK)	The Hague University of Applied Sciences (NL)	Jennifer Ann's Group (US)	TNO Child Health (NL)
How Gamification, Wearables, Lifestyle Medicine and AI Could Transform Public Health	*The Influencergame: Empowering Prevocational Students to Counter Health Misinformation through Serious Gaming*	*Gaming Against Violence: Bespoke Prosocial Video Games for Violence Prevention*	*ePartners4All: A Co-Creation Initiative for Enhancing Child Wellbeing through Edutainment and Interactive Robot Support*

SESSION ROOM 3
TRACK 3
Mental Health
Moderated by Name

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

Dylan Arnold	**Ellis Bartholomeus**	**Emmie Koevoets**	**Puck Noorlag**
Abertay University (GB-SCT)	ellis in wonderland (NL)	Wilhelmina Children's Hospital (NL)	Erasmus MC (NL)
Video Games: A Tool for Mental Health or a Risk Factor?	*POP: Power of Play*	*Play Behavior and Mental Health of Children With a Chronic Condition*	*Grow It! - a Gamified Smartphone App to Promote Overall Mental Wellbeing*

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:
Stephan Hulsbergen, BOM (NL)

Organized by
BOM (NL)

FOYER
ONGOING EVENTS

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)

Coded Club Games
Coded Club (NL)

From Research to Reality: The Future of Health, Work & AI
ZenStorm (NL)

12.45 - 14.00 — LOCATION / LUNCH & DEMO SESSIONS

14.00 - 15.30 — PARALLEL SESSIONS

SESSION ROOM 1
WORKSHOP
Sustainability Scope 3
Moderated by Jurriaan van Rijswijk

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),
Els Ducheyne, Johnson & Johnson
Jurriaan van Rijswijk, Games for Health (NL)

Organized by
Philips (NL)

SESSION ROOM 2
WORKSHOP
Artificial Intelligence & Ethics
Moderated by Rob Tieben

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:
Danielle Sent, Spel van Centrum voor Ethiek en Gezondheid (NL)
Rob Tieben, Games for Health (NL)

Organized by
Spel van Centrum voor Ethiek en Gezondheid (NL)

SESSION ROOM 3
TRACK 4
Training Tools & Education
Moderated by Name

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

Wout van Nierop
Getinge (NL)
Vasoview

Chris Hegers
Bestronics Development (NL)
Vasoview Vessel Harvesting Gaming System

Olivier Hokke
Game Tailors (NL)
Game-based Training

Wouter Sluis-Thiescheffer
HAN University of Applied Sciences (NL)
Education Escape Room for Mental Health Professionals

| 14.00 - 15.30 | **PARALLEL SESSIONS** | | | | |

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:
Stephan Hulsbergen, BOM (NL)
Patrick van Eekeren (NL)

Organized by
Company name

FOYER
ONGOING EVENTS

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ZenStorm (NL)

| 15.30 - 15.45 | LOCATION **TEA BREAK** |

| 15.45 - 16.45 | SESSION ROOM 1 **KEYNOTE SESSION** |

The Future of AI, Who's at the Wheel? — **Carlo van de Weijer**   Eindhoven University of Technology - EAISI (NL)

Keynote session title — **Marco Beijersbergen**   Leiden University (NL)

Closing — **John Harrison**   Company name

| 16.45 - 17.45 | 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	*Data, Complexity, Learning* *Digitalization and Data in Healthcare*	**Egge van de Poel** Eggewel (NL) **Lisette van Gemert-Pijnen** University of Twente (NL)		
11.00 - 11.15	LOCATION **COFFEE BREAK**				
11.15 - 12.45	**PARALLEL SESSIONS**				

SESSION ROOM 1
TRACK 1

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

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

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

SESSION ROOM 2
TRACK 5

Transforming Healthcare Systems
Moderated by Name

Future-proofing our healthcare systems using gaming technologies.

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

Julie Vranken
Hasselt University, Hospital East-Limburg & Jessa Hospital (BE)
Remote Monitoring@Home: Transforming Care Towards Hybrid Care

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 6

Citizen Science
Moderated by Name

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

Berry Hermans & Mark van Kuijk
Games for Health (NL)
UNMASK – Citizen Science Contribution to Research

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
National Health Care Institute (NL)
Games for Health (NL)

FOYER
ONGOING EVENTS

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From Research to Reality: The Future of Health, Work & AI
ZenStorm (NL)

12.45 - 14.00

LOCATION
LUNCH & DEMO SESSIONS

14.00 - 15.30

PARALLEL SESSIONS

SESSION ROOM 1
TRACK 7

Patient Engagement
Moderated by Name

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

Teun Schutte
Budiyu (NL)
Title

Bart van den Bemt
Sint Maartenskliniek (NL)
Title

Pim van den Dungen
ReumaNederland (NL)
Title

Rob Tieben
Games for Health (NL)
Social Journaling

SESSION ROOM 2
TRACK 8

Rehab
Moderated by Name

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

Ruud van der Wel
My Breath My Music (NL)
Respiratory Therapy through Gaming

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

Natasja Paulssen
Dutch Rose Media (NL)
AR ExerGames: Promoting Physical Activity Through Augmented Reality

SESSION ROOM 3
TRACK 9

VR4Rehab
Moderated by Name

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

Speaker name
Company
Presentation title

Speaker name
Company
Presentation title

14.00 - 15.30	**PARALLEL SESSIONS**

SESSION ROOM 4
WORKSHOP **Scale Up Your Innovation**
Moderated by Rob Tieben

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

Facilitators:

Organized by
National Health Care Institute (NL)
Games for Health (NL)

SESSION ROOM 5
WORKSHOP **Design for Implementation in Healthcare**
Moderated by Name

Learn about the importance and application of a proper Health Technology Assessment from experts.

Facilitators:

Speakers:
Meyke Roosink, University of Twente (NL)
Stephanie Jansen-Kosterink, Roessingh Center for Rehabilitation (NL)
Lisette van Gemert-Pijnen, University of Twente (NL)
Ruud Verdaasdonk, University of Twente (NL)

Organized by
University of Twente (NL)
Roessingh Rehabilitation Centre (NL)

FOYER
ONGOING EVENTS

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Escaperoom
Games for Health (NL)

Play it Forward
Games for Health (NL)

Coded Club Games
Coded Club (NL)

From Research to Reality: The Future of Health, Work & AI
ZenStorm (NL)

15.30 - 15.45	LOCATION **TEA BREAK**

15.45 - 16.45	SESSION ROOM 1 **KEYNOTE SESSION**	*Broaden Our Horizon: A Different View on the Evaluation of Games for Health*	**Stephanie Jansen-Kosterink** Roessingh Center for Rehabiliation (NL)
		Keynote session title	**Speaker name** Company name
		Closing ceremony & video	**John Harrison** Company name

16.45 - 17.45	LOCATION **NETWORK DRINKS**