



Games for Health Europe Conference

October 24th and 25th 2011, Amsterdam, the Netherlands

Building on the successful editions in Boston (MA, USA) the first edition of 'Games for Health Europe' will be held October 24th and 25th 2011 in Amsterdam, The Netherlands. More than 500 attendees from Europe, USA and Asia will participate in inspiring presentations, experience state of the art demonstrations and share knowledge in informative workshops. Conference content will be provided by a wide range of researchers, game developers and medical professionals. Also the conference will provide a central stage for discussions on how IT technology with a specific focus on gaming and simulation can contribute to the improvement of health and health care. Games for Health is the leading international professional community with more than 10.000 people in the field of health games & simulation for many years. Bringing together the best minds in game development & simulation and health care to advanced game technologies that improve health and the delivery of health care. Central Theme for the 2011 conference:

“How games & simulations can improve health (care) and make it affordable”

Program

The conference features various tracks of simultaneous presentations and a daily plenary opening and closing session by renowned keynote speakers. More than 60 professionals, all representatives from one of the stakeholders, will give short powerful presentations on various topics.

For the specified program please visit our website www.gamesforhealthurope.org

The conference tracks

1. Cognitive and emotional health (Mental health)
2. Participatory health
3. Exergaming, active gaming & fitness
4. Rehabilitation games
5. Medical education, medical training, medical modeling & medical simulation
6. Open track:
 - Gynecology
 - Gameshare
 - Addiction
 - Health & game literacy

Each track will explore a wide range of research, application, development and implementation. All based on the contribution that games and simulations are making towards possible improvements in the field of health and health care.



Topics include

- Health effects of games and simulations
- Effectiveness of health games and simulations
- Post mortem and cases (worst and best practises)
- Validation of games & simulations
- Games for cure & treatments

Other topics

eHealth, Quality of life, Business models, Cure & treatments, Trends & near future development, Disease management and education, Professional training/education, Pain distraction/stress relief, Medical informatics, Electronic Medical Records/Personal Medical Records, Health effects of games, General health behavior change, Virtual patients, Cyber psychology/psychotherapy/psychology education, Interface and visualization applications, Drug discovery/health prevention/industry productivity, Effectiveness of health games, Insights on gamers and gamer psychology, Relevant game design and design theory.

Who will be attending?

The conference will host 500 professionals from various disciplines including:

- Medical professionals
- Game & simulation developers and publishers
- IT companies specialized in IT solutions for (e)Health care
- Public health professionals
- Business development managers of healthcare institutes
- CIO's, CTO's
- Policy makers
- University professors
- Ph.D. Students

Location:

Concert Hall of Amsterdam, 'Muziek gebouw aan 't IJ'
Piet Heijnkade 1
1019 BR Amsterdam, The Netherlands

'The Games for Health Conference is a wonderful mixture of hard-core gamers, health care professionals and technology enthusiasts. All united by a common goal: creating fun and engaging experiences that improve health and well-being.'



GAMES FOR HEALTH
EUROPE



GAMES FOR HEALTH
EUROPE

About Games for Health

Games for Health Europe Conference is the sister conference and official licensing partner of the Games for Health Conference held in Boston annually since 2004 and is part of the Games for Health Project. The Games for Health Project was initiated by the MIT, Harvard and 7 regional hospitals. It supports community, knowledge, and business development efforts to use cutting-edge games and game technologies to improve health and health care.

More information

For more information check our website www.gamesforhealtheurope.org or give us a call:

Program Manager & treasurer

Sandra Boomsma +31 6 28 122 368

sandra@gamesforhealtheurope.org

Chairman

Jurriaan van Rijswijk +31 6 811 505 78

jurriaan@gamesforhealtheurope.org

Selection of partners

Dutch Society for Simulation in Healthcare (DSSH), Microsoft, IBM, Philips Healthcare / Research, GE Healthcare, Siemens, Cisco, Dell, TNO, iZovator, Deloitte, NV Oost, Health Valley, Highway to Health, Ministry of Economic affairs, Agriculture & Innovation, Ministry of Public Health, Welfare & Sport, NWO, ICT Office, Agentschap.nl, Amsterdam Innovation Motor (AIM), Amsterdam Economic Affairs, Syntens, Julius Center, University Utrecht, Center for Advanced Gaming and Simulation, Amsterdam Medical Center, Technical University of Eindhoven, Technical University of Twente, University of Tampere, Dutch Games Association (DGA), Taskforce Innovation Utrecht (TFI), Stichting Toekomst der Techniek (STT), HKU, Fontys, Grendel, Play2Learn & EDC.

www.gamesforhealtheurope.org