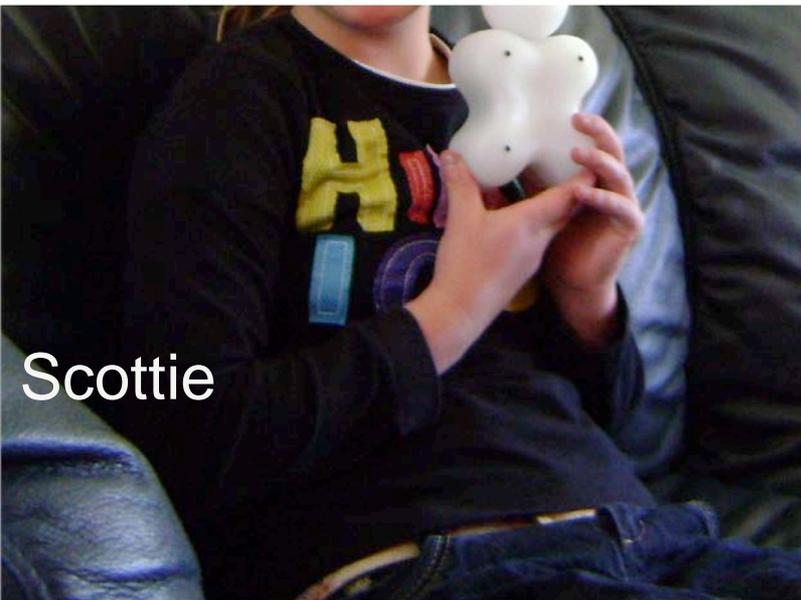


GATE

Pilots Serious games for Health



Scottie



WiiHabilitainment



Utrecht School of the Arts



creative care lab
waag society

GATE meeting, Utrecht, 30-5-11
Sabine Wildevuur (Waag Society)
Willempje Vrins (HKU)

Types of games for health

Treatment:

- physical wellbeing (WiiHabilitainment)
 - social wellbeing (Scottie)
 - cognitive wellbeing
-
- education/disease management
 - training

TYPES OF GAMES

Cybertherapy/exergaming/simulation/research through games/advergaming/crowdsourcing



Scottie pilot (Waag Society)

Goal: How could serious gaming increase (social) well being through social connectedness?

Context: Exploring the possibilities with hospitalized children (10-15 years)

Starting point:

- + Combining affective communication with gestural interaction and on-body sensing (e.g. wearable computing/sensing, Wii, Kinect)
- + Improve social connectedness
- + Exploring effective use of technology and game principles
- + Apart from scientific goals, also looking at business opportunities

WiiHabilitainment pilot (HKU)

Goal: Show healthcare what is possible with games & therapy

Context: Hoogstraat (is now using Commercially available Off The Shelf COTS for physical therapy for children with none acquired brain damage)

Starting points:

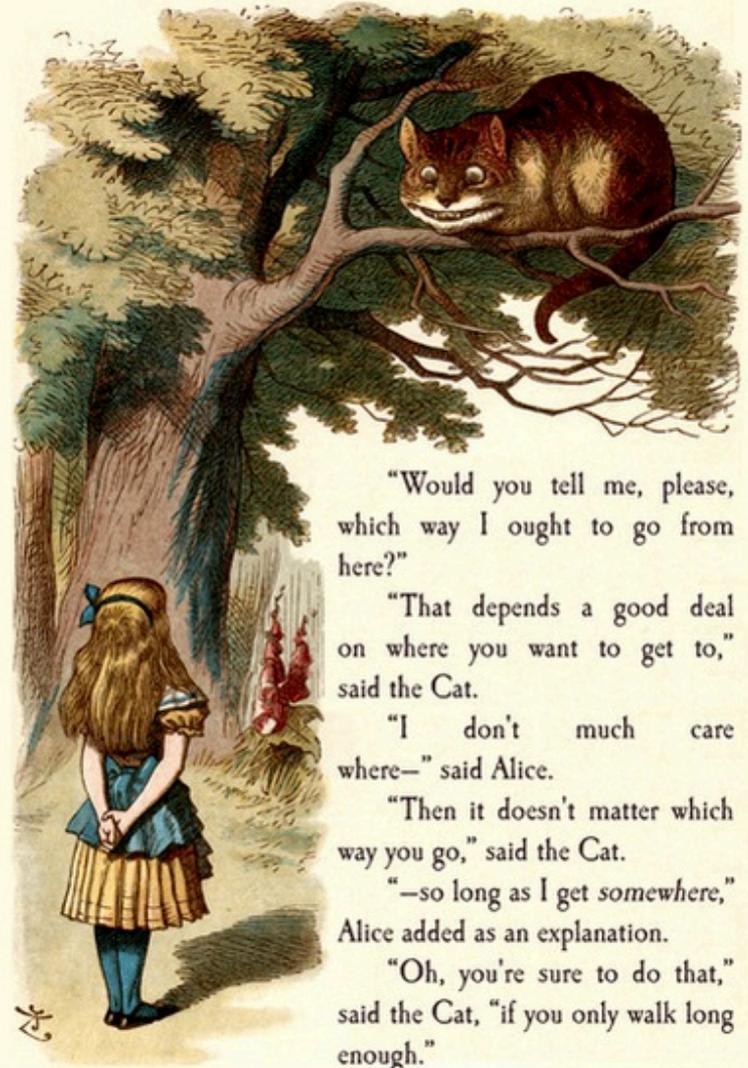
- + Hoogstraat wants 'adaptable' (quality) game play that can fit different therapeutic goals
- + That integrates senso motorical and emotional goals
- + Fun for a large audience (also bothers, friends, family) so therapy can be 'fun' at home
- + Cheap affordable of the shelf technology
- + Quality of game experience at the level of COTS

Questions serious games for health

- # Q1 State of the art?
- # Q2 Impact past five years?
- # Q3 Scientific challenges?
- # Q4 Impact of the solutions?
- # Q5 Other factors creating impact?



Game research
for training and
entertainment

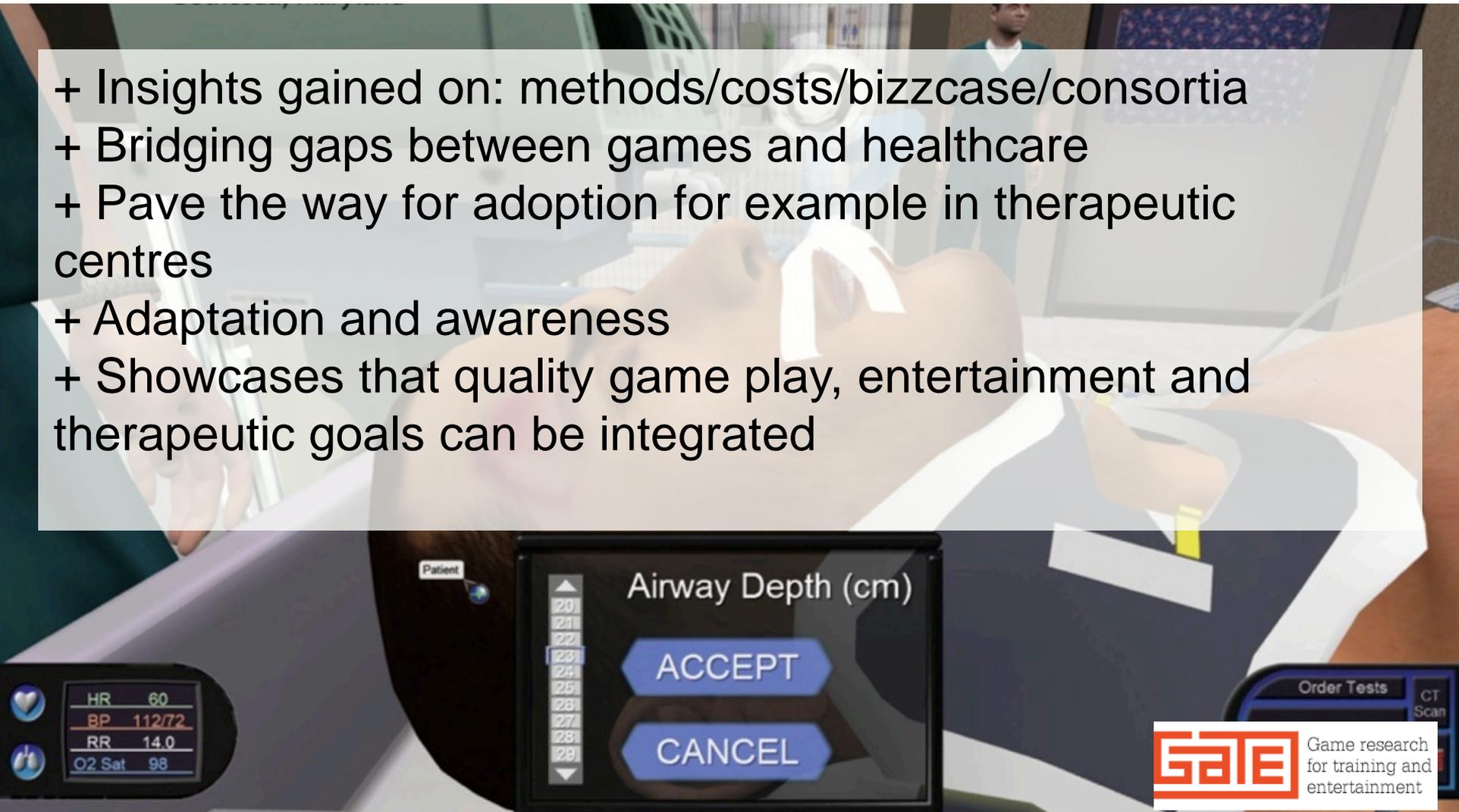


Q1 State of the art serious games for health?

- + At start GATE, hardly any examples
- + Now hundreds of pilots conducted world wide (Games4Health-conference, SGsummit)
- + Healthcare is one of the most popular fields
- + Games are now created in transdisciplinary consortia of users, universities and creative industry
- + Cybertherapy, simulation and exergaming using affordable motion capture technology (wii, kinect) and VR amongst the most applied games

Q2 Impact past five years?

- + Insights gained on: methods/costs/bizzcase/consortia
- + Bridging gaps between games and healthcare
- + Pave the way for adoption for example in therapeutic centres
- + Adaptation and awareness
- + Showcases that quality game play, entertainment and therapeutic goals can be integrated



Q3 Biggest scientific challenges next decade?

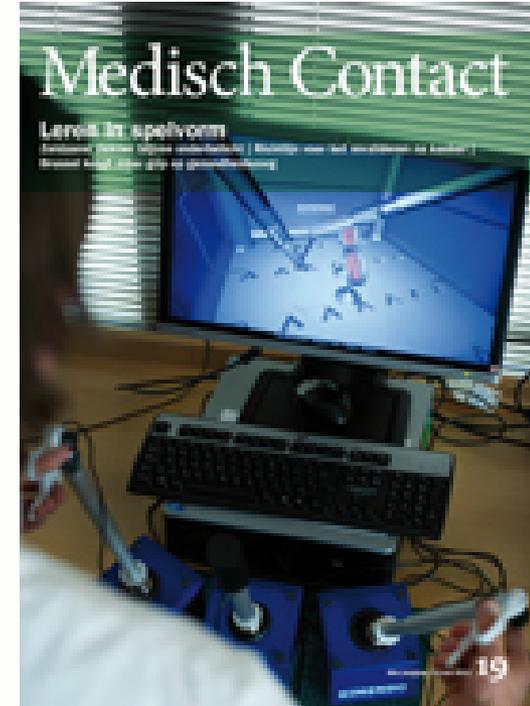
- + Evaluation methods & research
- + Large scale effectiveness studies (in lab research vs 'in-the-wild' data gathering)
- + Long term effects virtual-real world
- + Affordable & accessible next generation gameplay
- + Design methods for evaluation of design decisions in relation to therapeutic goals
- + Research into effectively connecting game design & game art & audio to the user experience

Q4 Impact of the solutions?

- + Better application and adaptation of games to therapeutic goals (more effective games and game therapy)
- + More effective design processes through design methods, rapid prototyping tools and evaluation methods
- + Business cases for serious games for health
- + More affordable game applications and solutions for bigger markets

Q5 Other factors creating impact?

- + Bottlenecks in terms of adoption
 - lack of time and money to experiment & evaluate in healthcare
 - highly regulated sector (Care/Cure?)
- + Bottlenecks in terms of scaling
 - New business models
 - Unwillingness of mainstream game and media publishers
- + Creating 'arousal'
 - Media coverage
 - Medical curriculum



Medisch Contact 2011:
19; 1176-80

1st Games for Health Europe

24-25th October '11, Amsterdam

GAMES FOR HEALTH EUROPE

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PROGRAM

SPEAKERS

KEY NOTES

THEMES

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CONFERENCE

Games for Health is the leading professional community in the field of health games, bringing together the best minds in game development and health care to advance game technologies that improve health and the delivery of health care.

Games for Health Europe is the sister conference of the Games for Health project founded in 2004. The Games for Health Project supports community, knowledge, and business development efforts to use cutting-edge games and game technologies to improve health and health care. To date, the project has brought together researchers, medical professionals, and game developers to share information about the impact games and game technologies can have on health, health care, and policy. Building on the successful editions in Boston (USA), Games for Health has now reached Europe. We aim to bring serious gaming and healthcare together in order to contribute to more advanced healthcare across Europe.

Games for health Europe Foundation is non-profit. This year on October 24th & 25th in the Concert Hall Amsterdam will be the first edition exclusively in Europe for the next 5 years. GamesForHealth, has access to a Games For Health Advisory Board of medical and health care professionals in Europe. We expect 500+ attendees and speakers.

We expect business development managers of health care, CTO's, game developers & publishers, simulation developers, university professors & students: Master & Ph.D.

Foresights > Serious Gaming

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Serious Gaming

Future study Serious Games

Games are here to stay. The videogame industry grows 7.4 percent every year and is expected to be a 73 billion dollar business in 2012. The estimated size of the Dutch gaming market is 700 million dollars in that year.



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The popularity of gaming has given rise questions about negative effects of



Dow

Partners





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