2012 Games for Health Day @ SIEGE

Friday, October 5, 2012

9:00-9:10am  Ben Sawyer, Games for Health Project & Digitalmill  
             Welcome

9:10-9:40am  Dr. Roman M. Cibirka, Georgia Health Science University  
             Featured Speaker  
             Games for Healthcare Training and Provision

             This talk covers examples of how games are being used to help with training for dental surgery and health. Through this specific use, the talk highlights how games can be applied to larger efforts in improving healthcare training and provision today.

9:55-10:25am  Ellen Lapointe, Hopelab  
                Using games & gamification to combat childhood cancer, and childhood obesity.

                HopeLab is dedicated to helping children live healthier lives. Through a devoted design and engineering process they have launched Re-Mission, a game for pediatric cancer patients, and are readying the launch of Zamzee, a gamified approach for motivating young people to move more and generate an active lifestyle. This talk will highlight their efforts, their well-defined development process, and the high-level evidence-based findings of their work thus far.

10:45-11:00am  Break

11:00-11:45am  Geoff Kaufman, Tiltfactor Lab  
                Bob Waddington, Simquest  
                Games for Epidemic Education & Response

                Tiltfactor is a Dartmouth College based game design and development lab generating playable games across multiple mediums. This talk will highlight their health-based work with a specific focus on Pox which
teaches players how to strategically immunize the populace to prevent diseases.

SimQuest develops advanced biomedical simulators, serious games, and advanced distributed learning applications for medical training. During this session they will highlight game-based approaches to helping train key healthcare workers for epidemic and pandemic response.

12:00-12:30pm  Sheryl Flynn, Blue Marble Game Co.
*Games for Sensorimotor Rehab.*

Blue Marble Game Co., is a California based startup comprised of game developers and sensorimotor rehab experts and therapists. Combining these skills the company is developing a suite of products for use in a wide range of sensorimotor rehab therapies. This talk will provide an overview of the potential for games to help revolutionize the field while showcasing specific examples of their work.

12:30-1:30pm  Lunch

1:30-1:50pm  Ben Sawyer, Games for Health Project & Digitalmill, Inc.

Even though it is still an emergent field there are already a number of ample business and market opportunities in the games for health space. This short talk draws upon the speakers unique vantage point and previous life as a market analyst to provide a sense of where the business opportunities in the field lie.

1:50-2:40pm  Games for Health: Federal Action

Brett Talbott, USC ICT/TATRC  
*Using games for military health & healthcare*

Dan Baden/CDC  
*A survey of game activity and targets*

Representatives from two government agencies will discuss recent efforts to utilize games in service to their agency missions. A variety of games will be highlighted that include efforts combat casualty care provision, PTSD, mining safety, and key public health campaign efforts.

2:50-3:15pm  Drew Crecente, Jennifer Ann’s Group  
*Teen Dating Violence Awareness and Prevention with Games*

This talk offers a personal story covering efforts to curb teen dating violence using a variety of communication and community organizing
efforts. Chief among the efforts of Jennifer Ann’s Group is involving games in an effort to raise awareness and action to stop teen dating violence. The talk will highlight several games, including the recently published, Grace’s Diary, that have arisen from a national game development contest sponsored by Jennifer Ann’s Group since it’s founding.

3:15 pm  
*Break*

3:25-3:50 pm  
Bert Snow, Muzzy Lane Software  
*Smoking Cessation & Games*

This talk offers a look at the formative design and in-process development of a game to help people with their desire to quit smoking. It will provide a glimpse into the design process that emerges between game developers and subject matter experts in health.

4:00-4:30 pm  
Joyce Marie Downs, Gene W. Hirschfield School of Dental Hygiene, Old Dominion University  
*Improving Childhood Dental Care with Games*

Dental health is often not understood as part of overall personal health issue beyond a nice smile and cavity prevention. See how games are playing a role in establishing strong foundations for life-long dental health among young people.

4:30pm-4:50pm  
Virtually Better, Inc.  
*CalmCraft, Virtual Iraq and more: Using interactive 3D environments for behavioral health and training*

See how 3D environments, built with cutting edge game technologies, are a critical part of cognitive psychology from reducing pain, to recovering from PTSD, dealing with anxiety, and more. Virtually Better is a leader in the use of 3D worlds to help patients overcome fears, deal with trauma, and live happier, healthier lives.

4:50pm  
*End of Program*

*Note: Schedule and times are subject to change.*