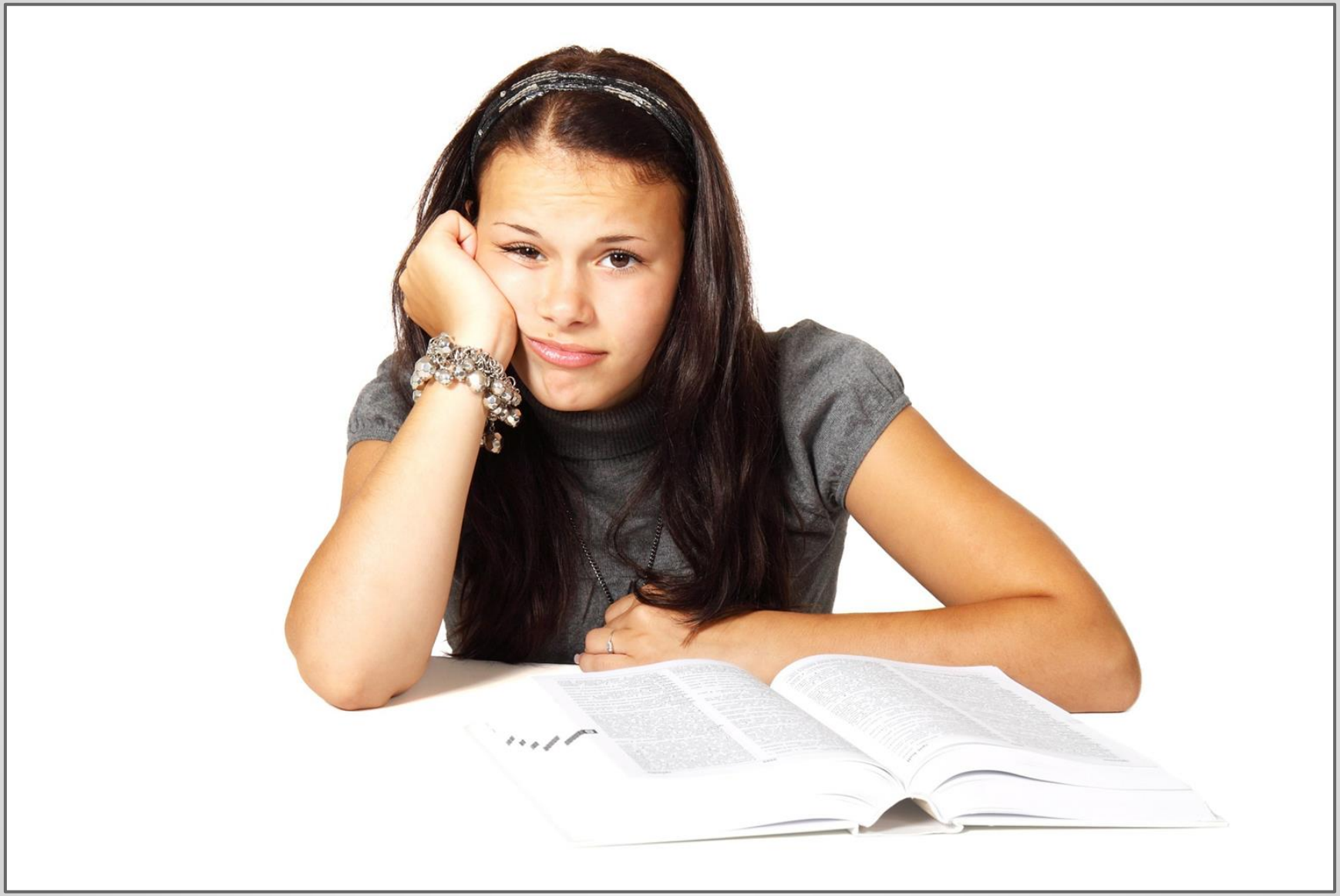
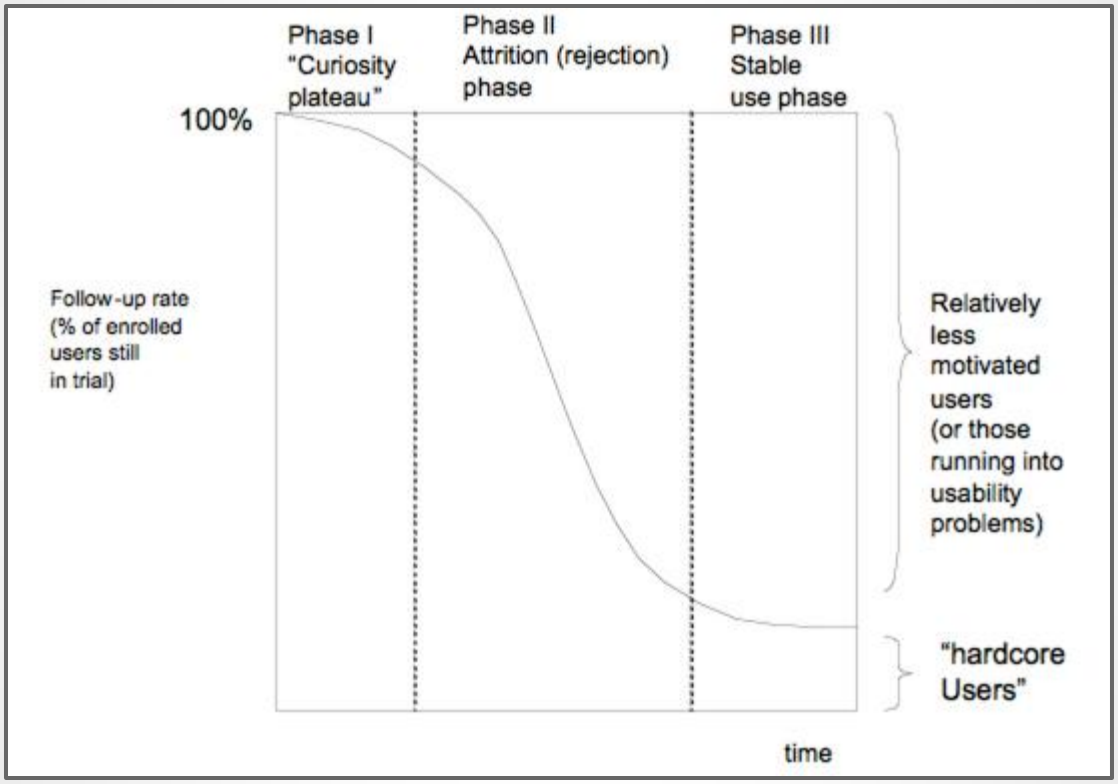
Gamification for healthcare programs: techniques, methods and cases to enhance the user experience and increase engagement

Santiago Hors
santiagohors@salumedia.com
@sanhorfra



Law of attrition



Eysenbach, G. The Law of Attrition. J Med Internet Res 2005;7(1):e11



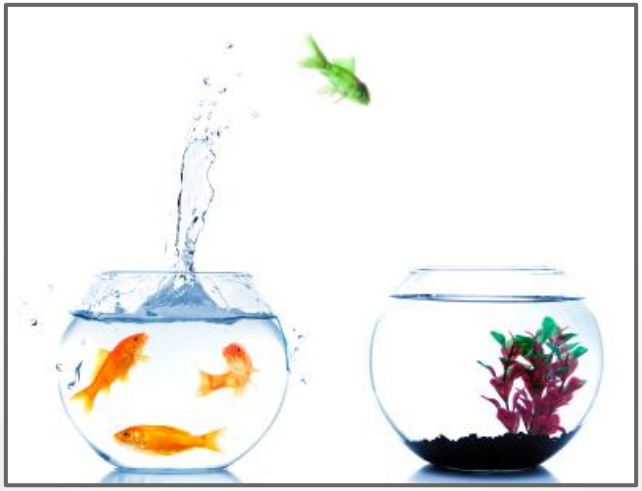


Consolvo S. et al. Flowers or a robot army?: encouraging awareness & activity with personal, mobile displays. Proceedings of the 10th international conference on Ubiquitous computing, 54-63



What is gamification?

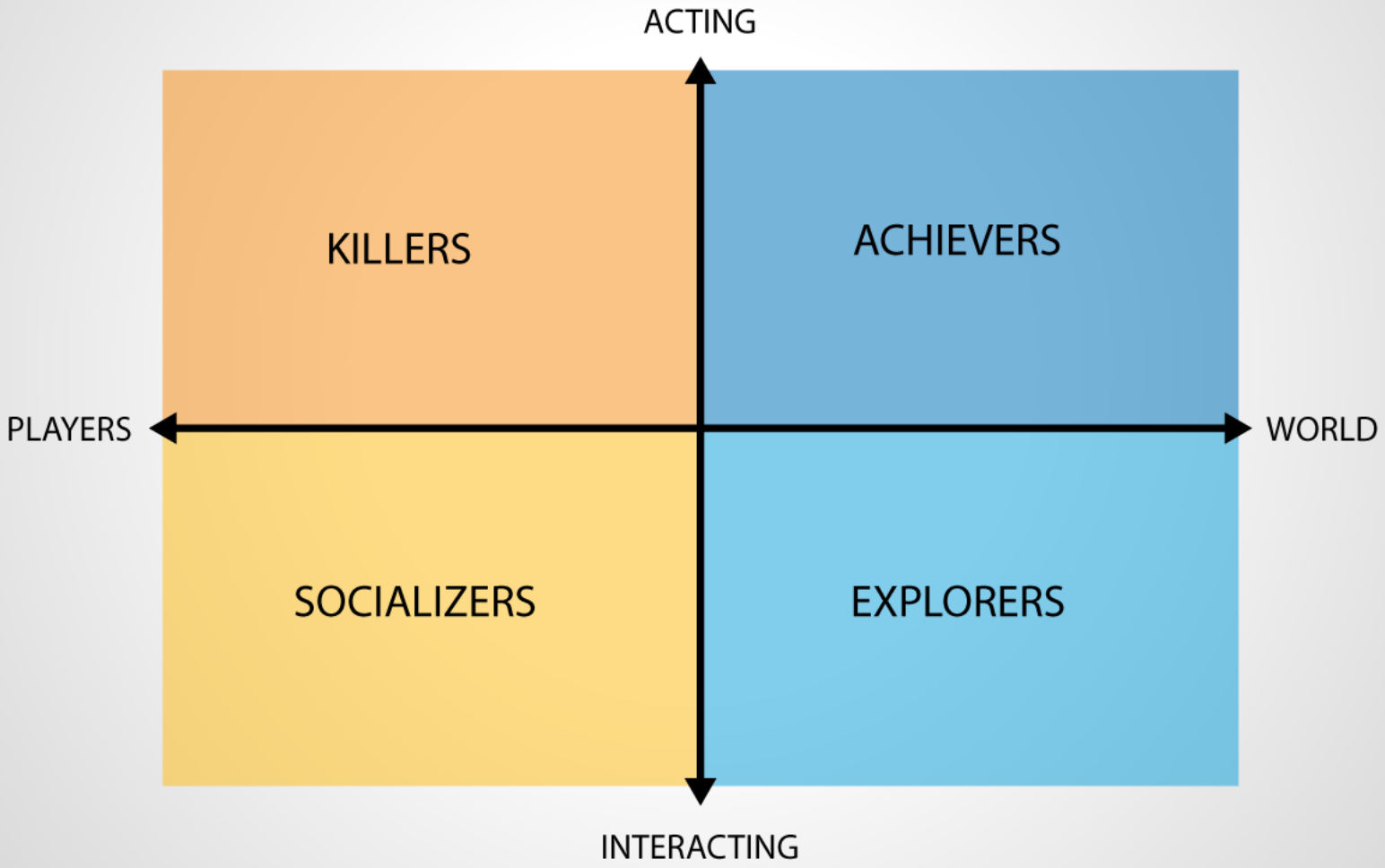
Usage of game techniques in non-game environments to promote a behavioural change.



Know what motivates your player



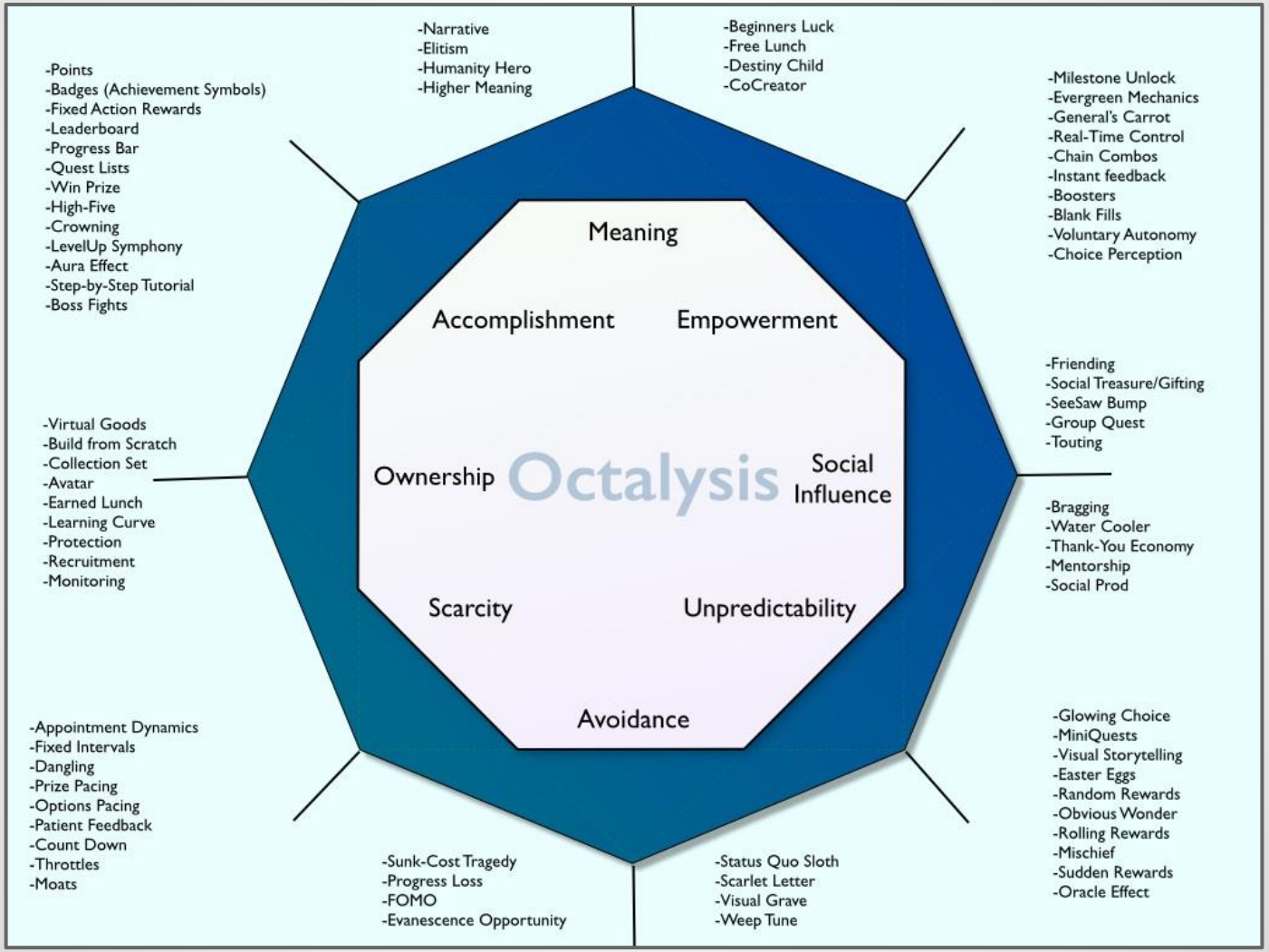
Types of players (Bartle's edition)



Richard Bartle, *Designing Virtual Worlds*

Image taken from:
digitalbeards.community.uaf.edu

Game techniques (Yu-Kai Chou)



Looking for the flow!

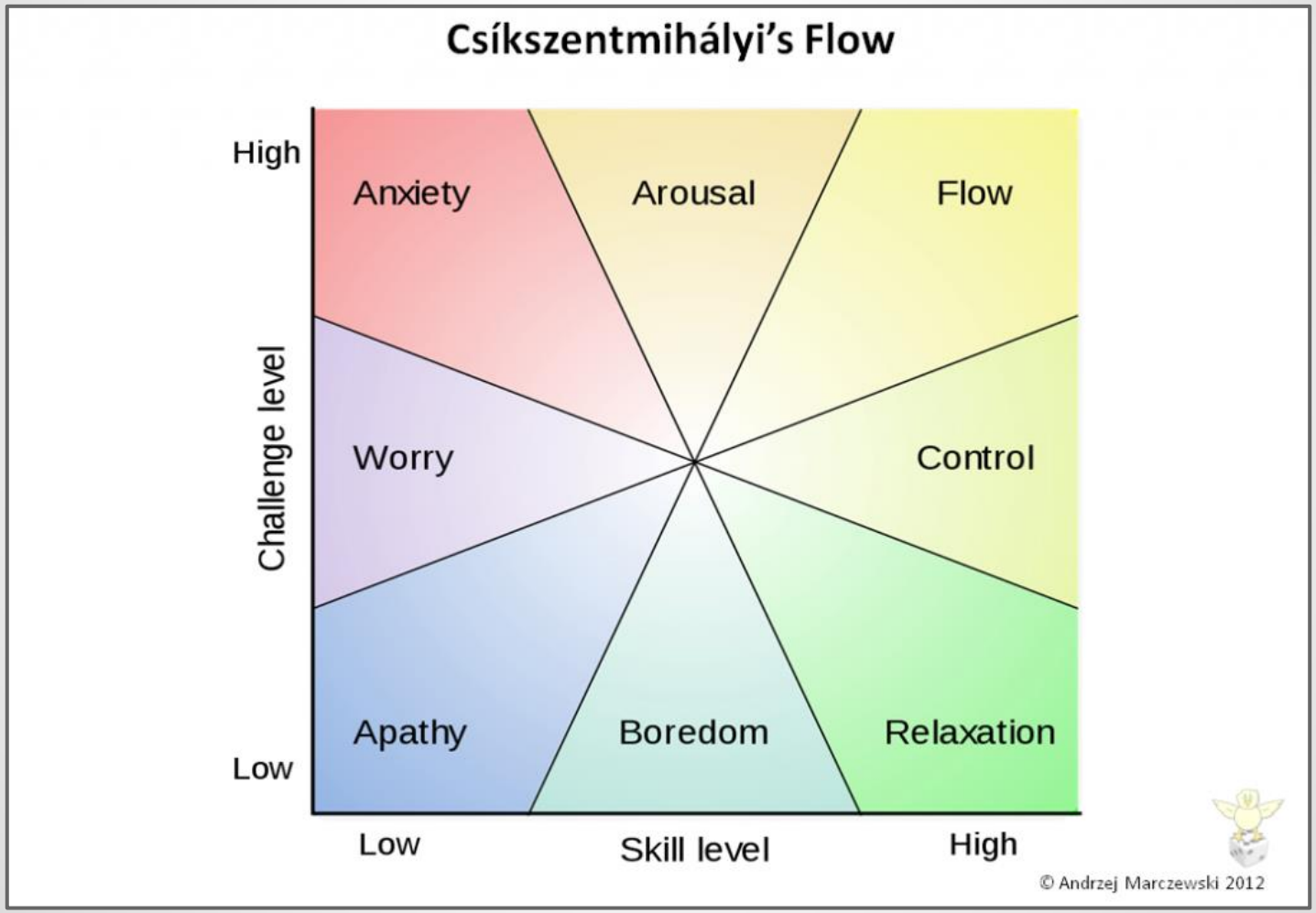


Image taken from:
business2community.com

Rewards?

Intrinsic motivation



Extrinsic motivation



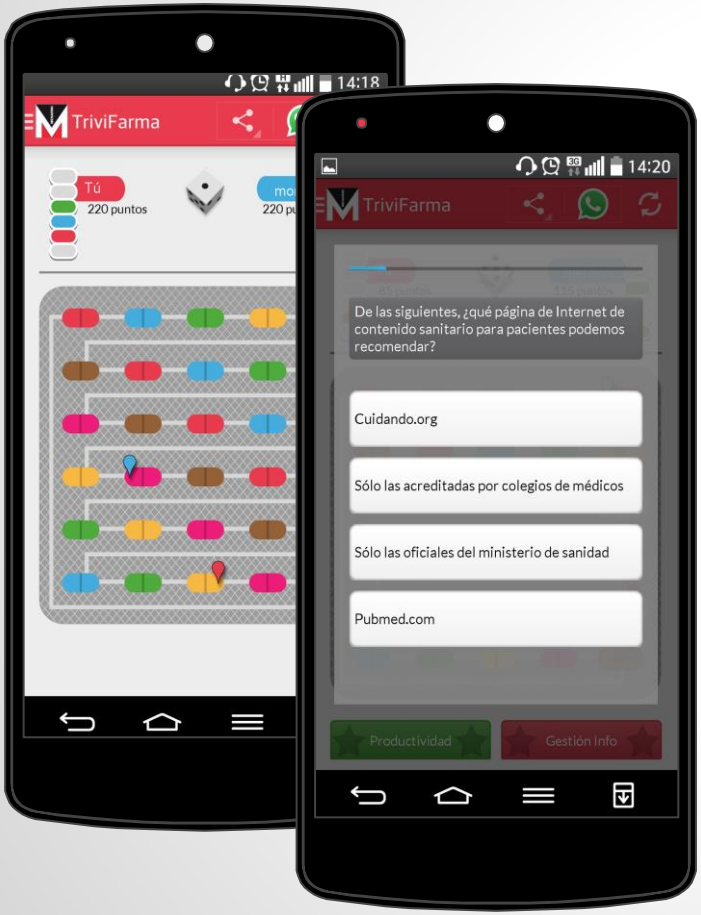
Overjustification





Examples for healthcare professionals

Trivifarma

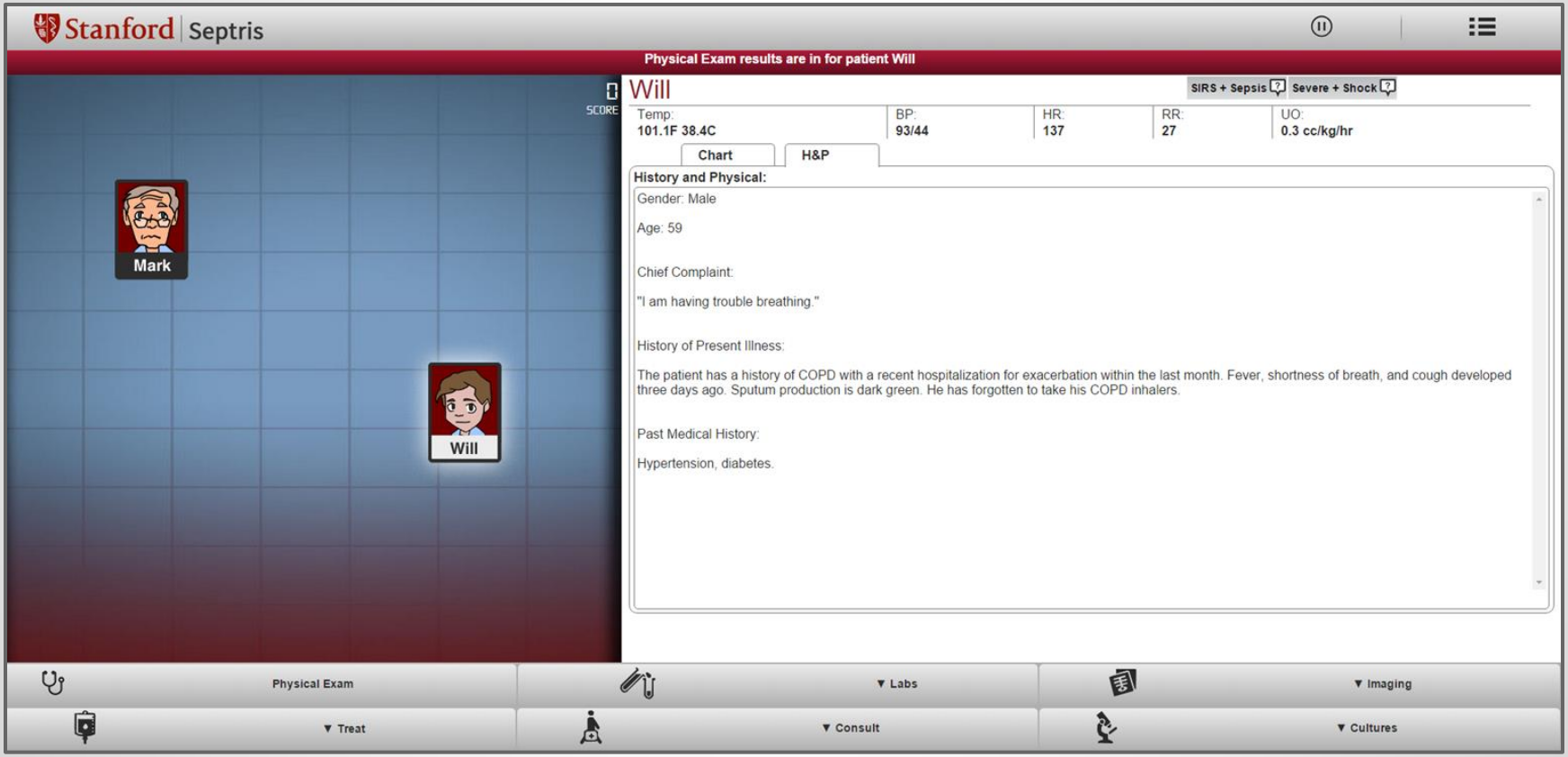


15th Feb - 15th May 2014

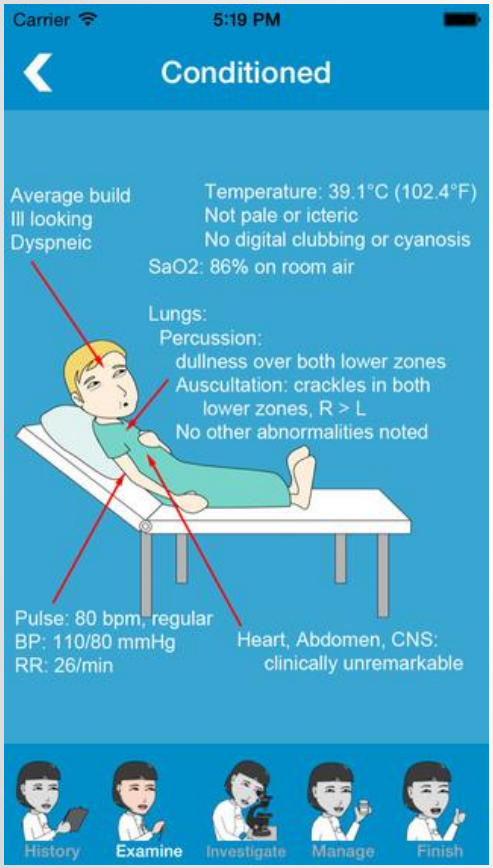
Trivifarma app	vs	Health 2.0 app
282	**Downloads**	221
2433	**Sessions**	1607
54 secs	**Avg. time per session**	42 secs

+28% More downloads
+51% More sessions
+29% More avg. time per session

Septris, by Stanford Medicine

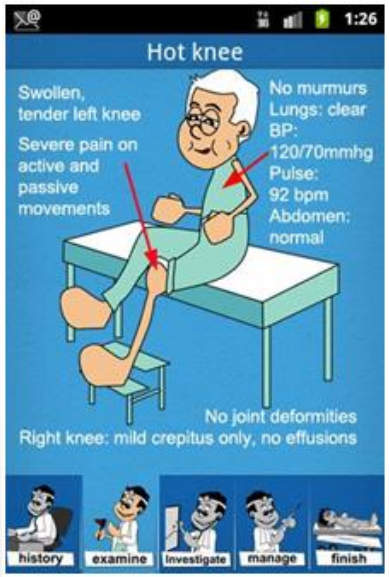


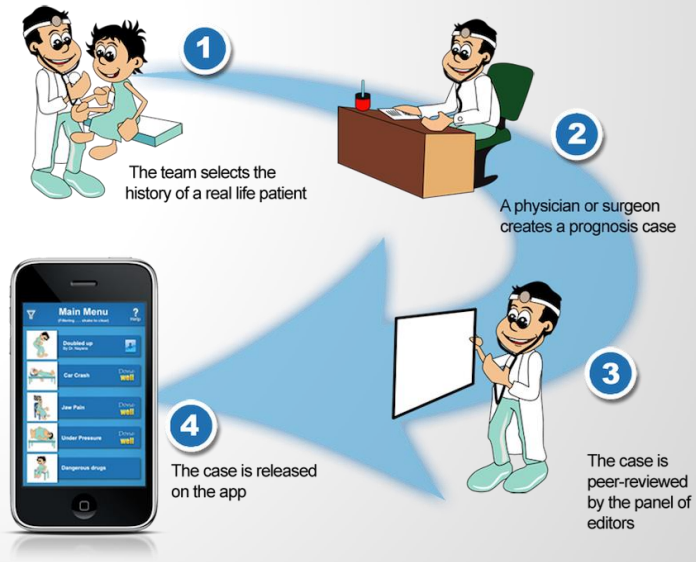
Prognosis: Clinical case simulation



+600 cases 30 specialities

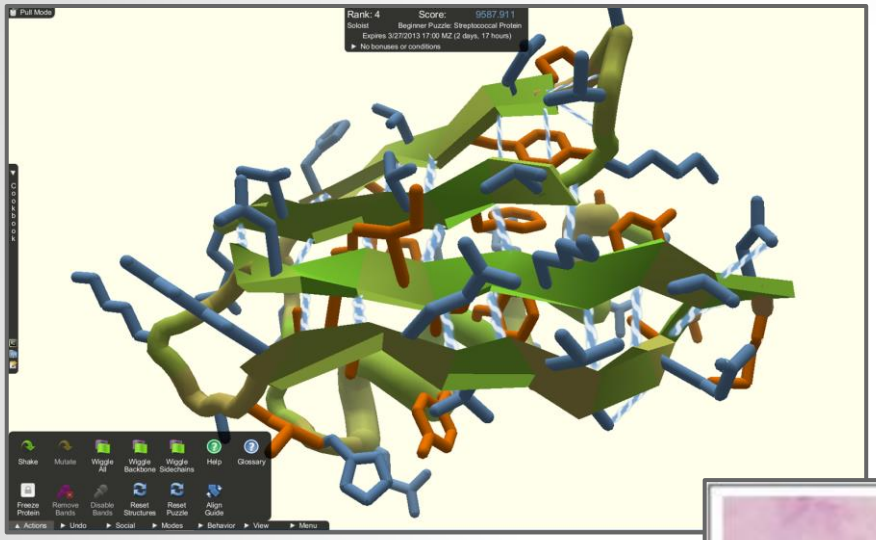
195 countries +3M downloads



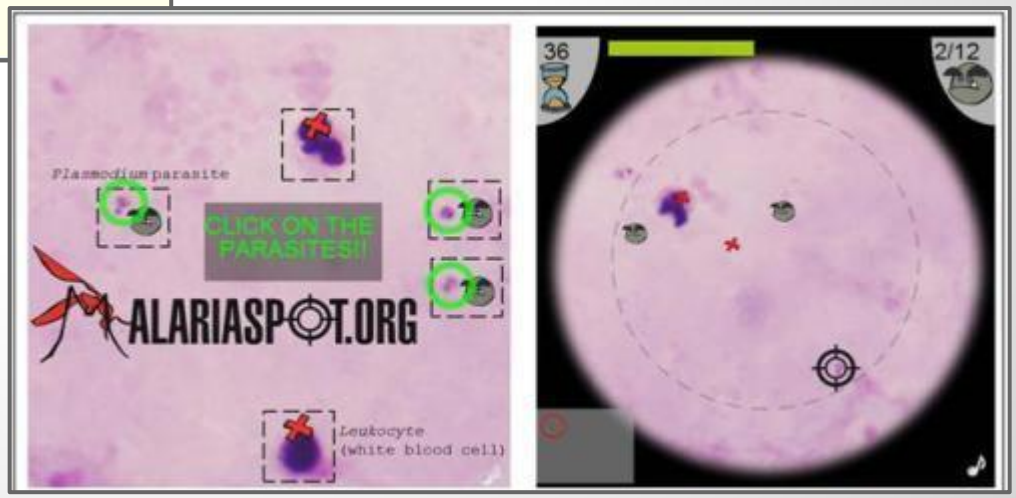


Examples for patients, the real deal

Crowdsourcing: FoldIt & Malaria Spot



1 month, 95 countries
+12,000 games
+270,000 clicks on the test images.
22 games from nonexpert players accuracy higher than 99%. ~ 13 games from players trained for 1 minute.



Luengo-Oroz, MA. et al. Crowdsourcing Malaria Parasite Quantification: An Online Game for Analyzing Images of Infected Thick Blood Smears. J Med Internet Res 2012 (Nov 29); 14(6):e167

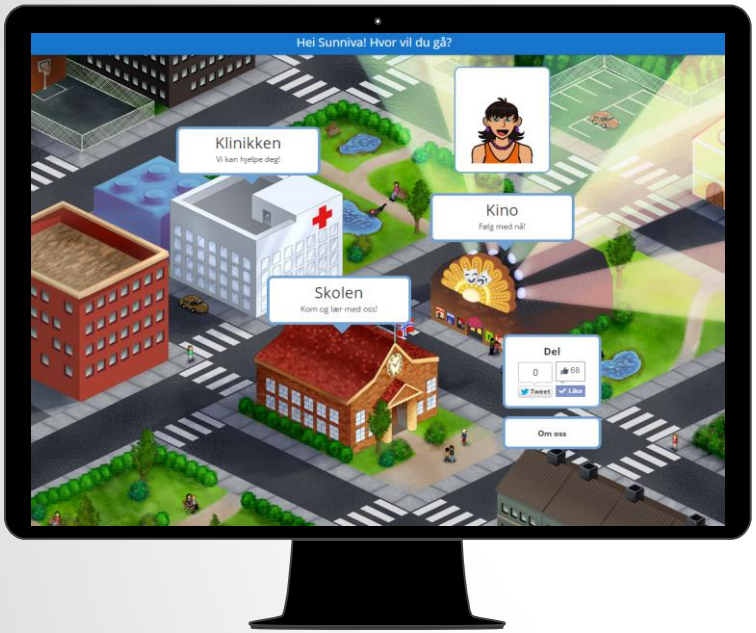
salumedia

@sanhorfra





Sjekkdeg: STD awareness website



20.9 pages in avg
5:52 minutes (7:01)
36,7% new visitors
5.6 % bouncing rate (3.1%)



Gabarron, E. et al. Gamification Strategy on Prevention of STDs for Youth. Studies in health technology and informatics 192, 1066-1066

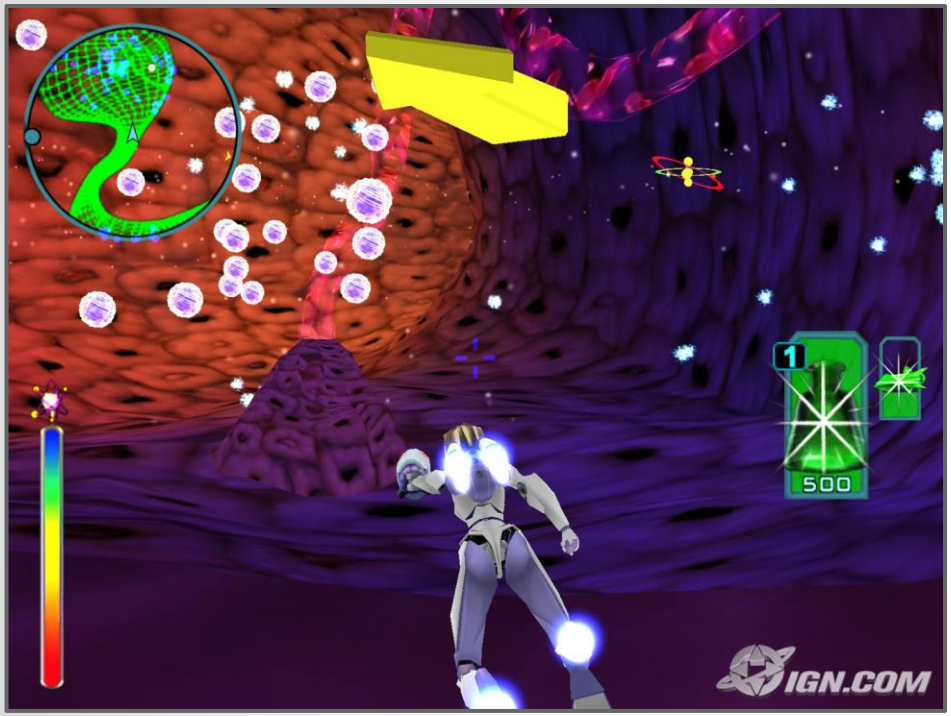
Gabarron, E. et al. Avatars using computer/smartphone mediated communication and social networking in prevention of sexually transmitted diseases among North-Norwegian youngsters. BMC Medical Informatics and Decision Making 12 (1), 120

Virtual Rehab



salumedia

ReMission







Images taken from
http://blogs.scientificamerican.com,
avatargeneration.com, and
avsforum.com

For the future...



SmokeFreeBrain: smoking cessation intervention based on adherence to physical activity with ICT support (App Gamification, Facebook and SMS)

CHESS: examine how gamification techniques could improve Multiple Sclerosis patient adoption of CH solutions.

Thank you!

Santiago Hors
santiagohors@salumedia.com
@sanhorfra