

Healthcare and FUN

Exergaming



SET A GOAL

Decide how active you want to be by setting a daily NikeFuel goal. The band's LED display lights up from red to green showing your progress throughout the day.



Exergaming

NIKE+ KINECT TRAINING

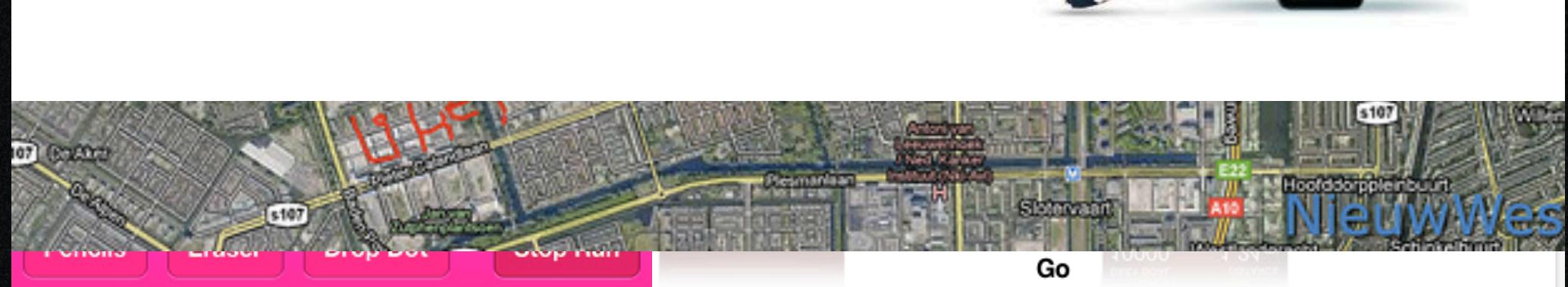
Personalized Nike Training, in your home.
Kinect for Xbox 360 tracks your every move
so you get real-time coaching.

Xbox, Xbox 360, Kinect sensor and mobile device sold separately.

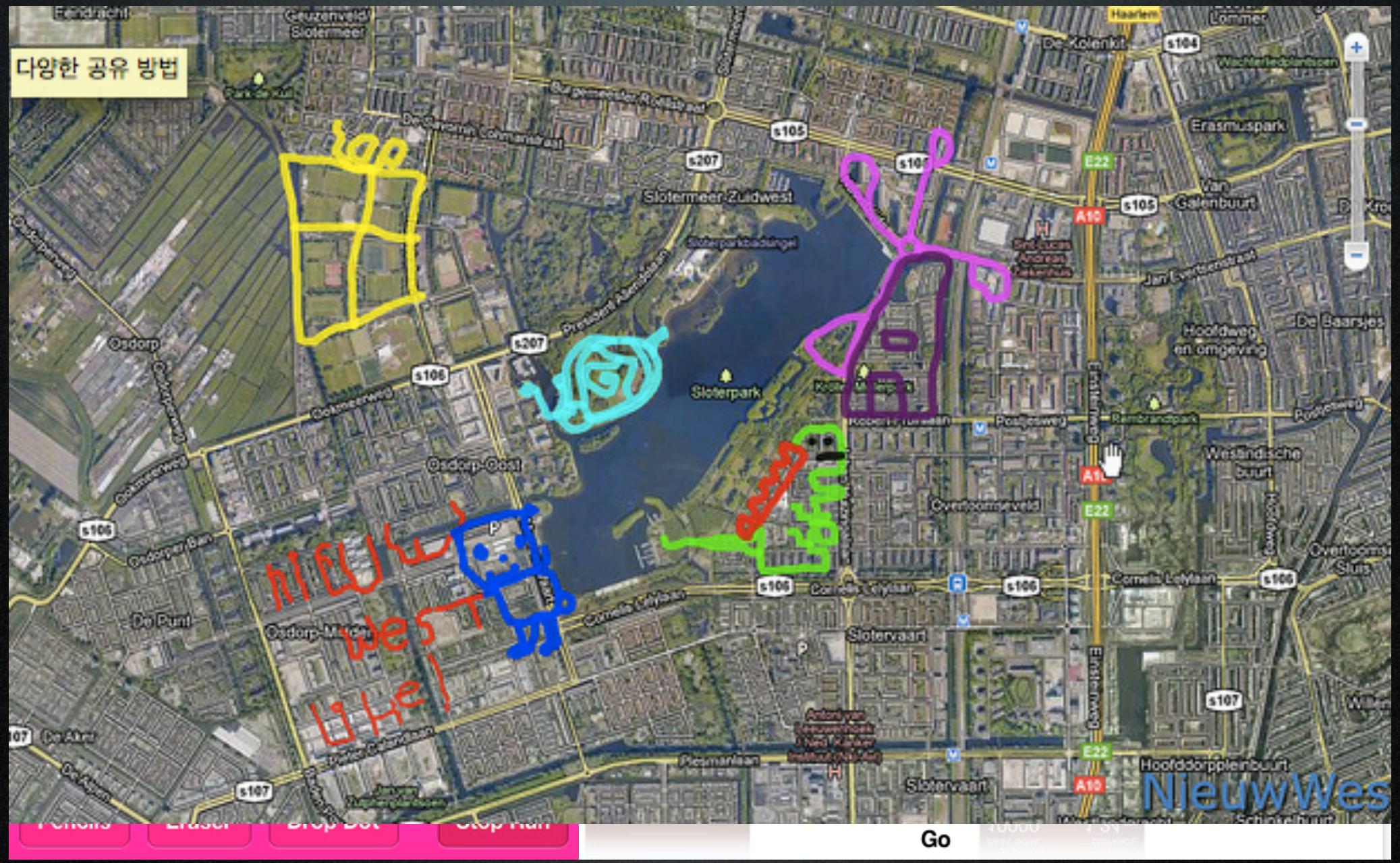
Buy Now

EVERYONE
E
RATED BY ESRB

REQUIRES KINECT™ SENSOR



Exergaming



Exergaming

The collage consists of five images related to a running game:

- Top Left:** A map of London showing a running route. The route is highlighted in red and blue, starting near Oxford Street and ending near the City of London. The map includes labels for major roads like A400, A4200, A501, A201, A1, and A40, as well as landmarks like St. James's Park and The Mall. The "figurerunning" logo is at the top left, and a cartoon character is at the top right.
- Top Right:** A promotional banner for the game. It features the text "Rock and Run" and "Stay in Sync" above a "Buy Now" button. Below the text is a photo of a man in a red shirt running on a treadmill.
- Middle Left:** A screenshot of the game's menu screen titled "Run". It lists several workout modes: Basic (with a running icon), Time (with a stopwatch icon), Distance (with a triangle icon), Calorie (with a flame icon), and My Workouts (with a gear icon). The "Basic" option is selected.
- Middle Right:** A screenshot of the game's stats screen. It shows the user has taken 4912 steps. Below that, detailed statistics are listed: CALORIES 302, DURATION 60'19", DAILY GOAL 10000, and DISTANCE 1.24 mi. There is also a "Stop" button and a "Go" button at the bottom.
- Bottom Left:** A screenshot of the game's interface during a run. It shows a map of the route with a red dot indicating the current position. At the bottom are four buttons: "Pencils", "Eraser", "Drop Dot", and "Stop Run".

Making Healthcare Fun

Gamification

A Framework for Healthcare

Presentation to MOHH

Senior Management



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Background

Healthcare Challenges

**Current Acute Care Model
needs to adjust to**

Chronic Diseases, Aging Population, Wellness-prevention, treatment adherence, health literacy

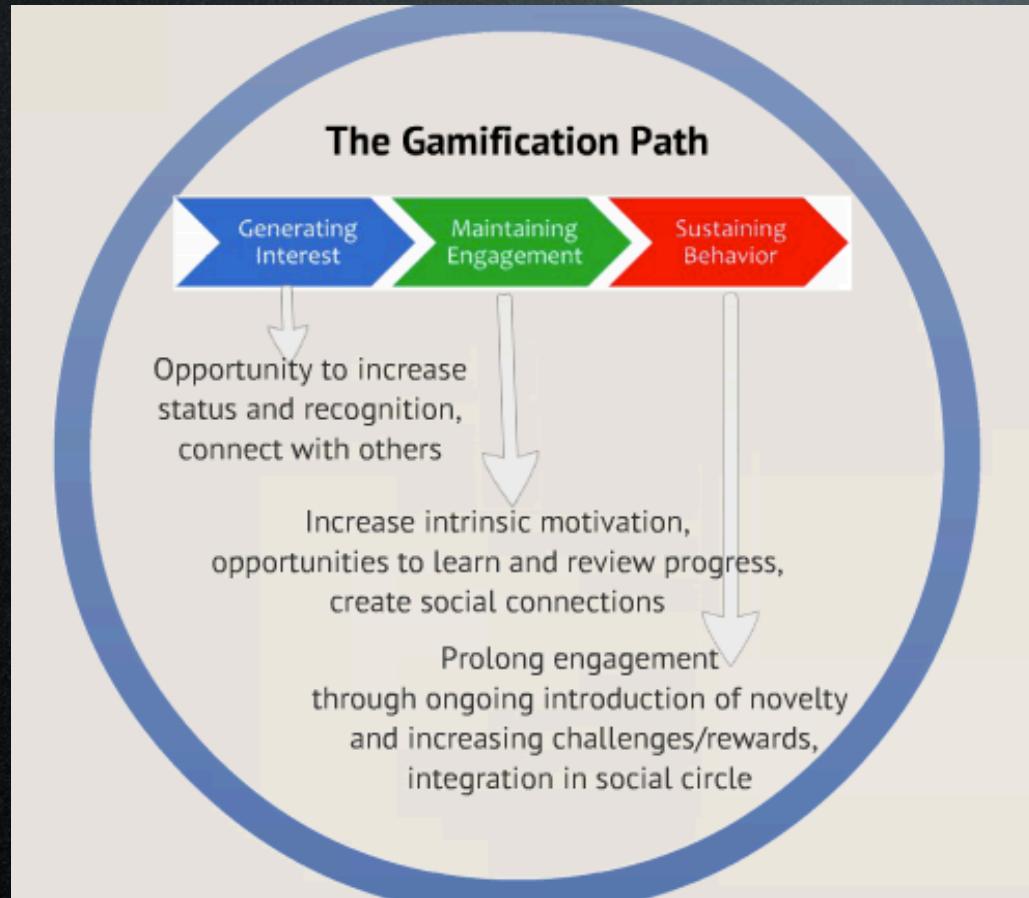
Doctors expect patients to comply with their directions
but the patients are not motivated to overcome old
habits and create new ones

Healthcare organizations send out healthy eating
messages but the population does not have the
motivation to make healthier choices at the point of
deciding which food stall to get lunch from

현재의 급성 질병(질환)
에 대한 관리 모델은 다음의 분야에 적용이 필요하다.

만성질환, 고령화, 건강예방, 올바른
치료, 건강에 대한 지식

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Gamification

The application of game mechanics in non-game environments to increase engagement.

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**How Gamification
Can Change Behavior**

Example

Case #1 - Air Medic Sky / Video



AIR MEDIC SKY1

UNIVERSITY MEDICAL CENTER UTRECHT



Case #2 - Health Stair / Video



Case #3 - Health Stair / Video



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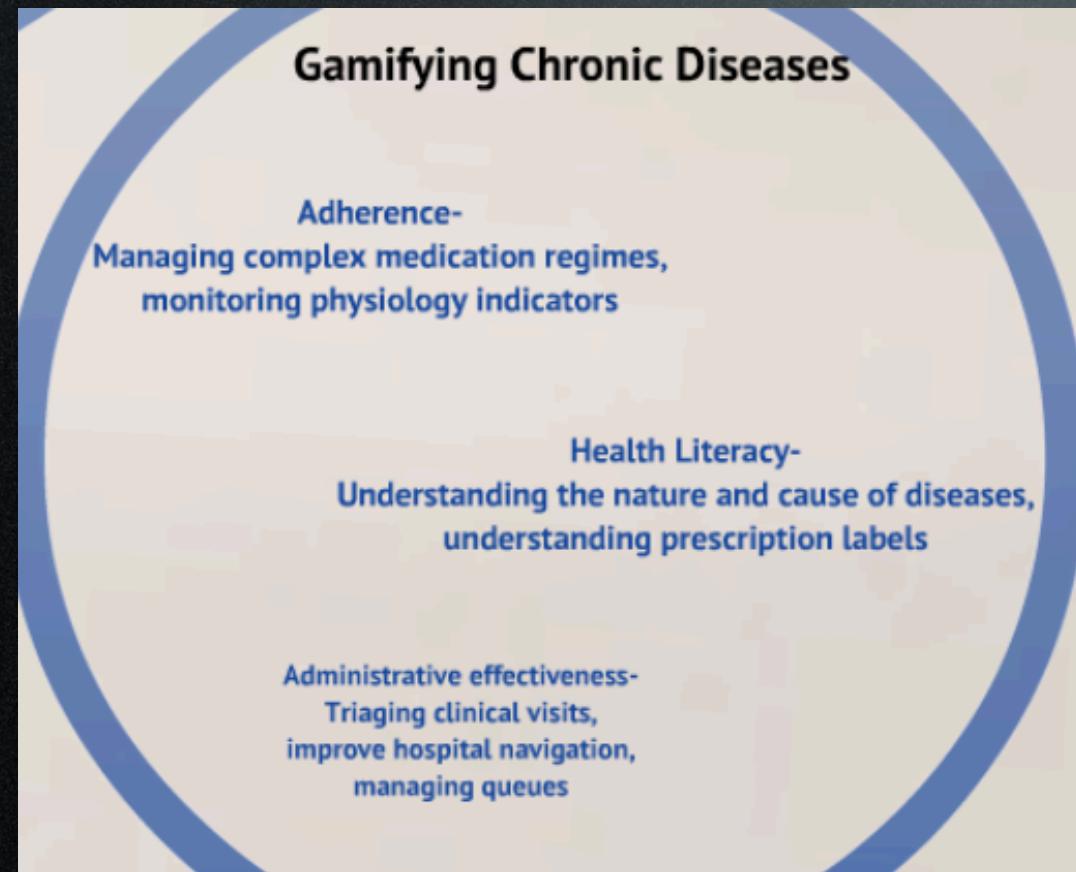
Health Gamification Example

toothbrush

gluco-share

keas.com

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복잡한 약물제도 관리
생리적 신호 모니터링

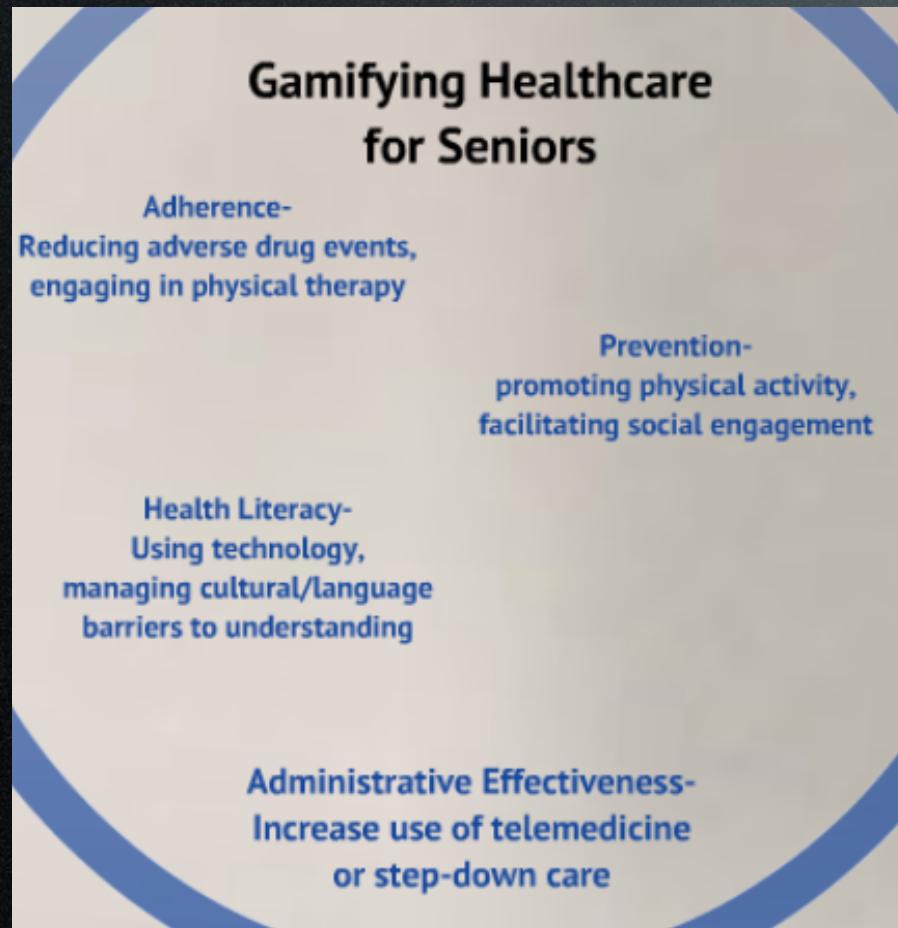
질병에 대한 원인과 본질에 대한 이해
건강 지식 이해

처방전 이해

방문 환자에 대한 효율적인 치료 우선
순위

병원 네비게이션 개선, 대기열 관리

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약물 부작용 감소

물리치료 참여

신체활동 프로모션

사회참여 촉진

기술활용, 문화/언어 장벽 이해관리

원격진료 활용 증대 또는 케어빈도 감소

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건강한 식이, 피트니스 프로그램
건강에 대한 인식, 교육 캠페인, 백신
프로그램
가능성과 위험에 대한 이해
개인건강이력에 대한 리포트 및 공유
일상적인 건강검진 증가