



Urology department at UKSH

The clinic for urology and pediatric urology at UKSH sponsors "Health Games". Its director, Professor Dr. Klaus-Peter Jünnemann has always promoted the development and implementation of new technologies in health care.

Health Games Infos

- Will you be our partner?

We are always interested in finding competent new partners for the Health Games project. If you yourself or your company are active in health care, games or e-learning, ready and willing to take part in the Health Games project, simply address the project coordinator at UKSH – Felix Prell (felix.prell@uk-sh.de).

- What is Interreg 4a?

Interreg is a common initiative of the EU, respectively the European Fund for regional development for the promotion of inter-European cooperation. Interreg 4 is the fourth series of the program for 2007-2013. The Health Games project is supported by the EU within the frame of Interreg 4.

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www.healthgames.de

www.healthgames.dk

On October 13th 2011 the **Health Games Kick-off Meeting** took place in Odense. The event was broadcast live and free of charge for anyone interested on www.healthgames.de. The initial presentation of the project was followed up interviewing international experts. These - along with the project staff - were available for audience questions. A recording of the event is available on the website.

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Issue

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SERIOUS

GAMING IN THE

HEALTH CARE SECTOR

HealthGames

Info

What are Serious Games?

"Serious Games" – these are computer and video games aimed not at providing mere fun, but first and foremost information, further education, help and simulation training. Serious games applications are various and comprehensive, e.g. education and learning, management, the sciences and health care. So serious games are defined by content, not games strategies.

Info

What is K.E.R.N. ?



This Newsletter mentions the acronym „K.E.R.N.". You might however not know what this relates to. The Health Games project concentrates on the "Schleswig-K.E.R.N." region. K.E.R.N. is formed by the initials of the four cities of Kiel, Eckernförde, Rendsburg and Neumünster.



Contents

- What is "Health Games"? P.1
- Health-care cooperation P.2
- Clinical core applications P.3
- Will you be our partner? P.4

Health Games Serious Gaming in Health Care

What is "Health Games"?

"Health Games" is an Interreg 4a-project promoted by the EU. It aims at developing serious games for the health care sector. "Health Games" is designed to strengthen cooperation between the countries of Denmark and Germany, especially between the two border regions of Syddanmark on the Danish side and the Schleswig K.E.R.N. region on the German side.



Health Games should be considered in the larger context of Serious Games. These concentrate on learning, life improvement, town planning, health - in other words, on purpose and meaning.

Health games are going to improve communication with patients, provide simulations of real-life situations and clinical practice. These games are going to rationalize daily routines or support diagnosis and re-

habilitation. All in all it is four main partners that support the project, two German ones and two Danish ones, two hospitals and two universities. These are „Odense Universitetshospital", the „Universitätsklinikum Schleswig-Holstein-Campus Kiel (UKSH)", „Erhvervsakademiet Lillebaelt (EAL)", and the „Fachhochschule Kiel, University of Applied Sciences (FH Kiel)".

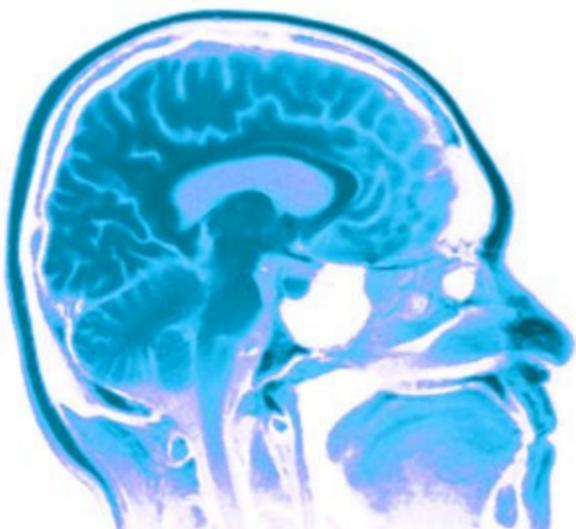
Turnover from leisure and entertainment games runs into the five billion Euro range annually in Denmark and Germany. Now developing is the next billion Euro business – "serious", purposeful games.



HEALTH GAMES
SERIOUS GAMING

UKSH

The "Universitätsklinikum Schleswig-Holstein (UKSH)" is one of the largest medical centers of Europe, offering the complete spectrum of modern medicine as a maximum provider. 2,000 doctors and scientists in 80 clinics and institutes treat over 360,000 patients every year. Clinical practice closely cooperates with interdisciplinary research on the most advanced level. For example, the excellence center for inflammation medicine operates as an integral part of the international research cluster for "Inflammation at Surfaces."



The great trend in health care: Serious Games

The cooperation between Games/IT companies and the health care sector offers enormous potential.

The demographic trend towards an ageing population combined with permanent technological progress is going to lead to a growing demand for top-value health care, especially in the border regions of "Syddanmark" and "Schleswig-K.E.R.N." Certain groups of patients are already demanding special treatment with specific technology, and are going to look for it outside the region if it is not available here.

The solution is intensified cooperation in the implementation of modern health care technology. Synergies in the two health care systems of "Syddanmark" and "Schleswig-K.E.R.N." are going to make for a more efficient and attractive offer for patients.

The Games/IT business is growing rapidly. Health care companies specializing in telemedicine, robot technology and the development of medical equipment have been implanted in the two regions. This offers the chance of taking the leadership in the cooperation between the health care and the games/IT sectors. The two regions can initiate the common project, from which both business sectors will profit.

As to clinics, the Games technology can be applied in diagnosis, rehabilitation, information, learning, and treatment. Also, a hospital is a complex organisation. Games can be useful in planning, running, and improving it, as well as training personnel. In this

area, work has been initiated, but it still has a long way to go.

The advantages go beyond improving the treatment of patients and making the health care system more efficient. The application of Games technology can stimulate the regional economy by providing market access for Small and Medium Enterprises (SMEs) to a market traditionally dominated by metropolitan regions.

The regional industry holds a viable position in this sector, which is expanding fast in Schleswig-K.E.R.N. and Syddanmark. In the long run there is great potential for generating new jobs, healthy growth and interesting solutions for the health care sector.

Games promise progress in a wide range of health applications

German-Danish Cooperation

The innovative frame of the "Health Games" project makes it a part of university study programs. Students cooperate with local enterprises in developing problem solutions, prototypes, and business models for health care systems. „Health Games" provides comprehensive cooperation between clinics with their specific challenges, and high-tech companies with their problem-solving approach,

which otherwise sometimes misses business opportunities in the clinical sector.

When Games technology is used in clinics, this technology should support the core areas of diagnosis, nursing and therapy, research and learning, rehabilitation, prevention, and communication with patients. Clinical tests must come before implementing the Games technology in specific clinics.

Target Group

The direct target groups of the "Health Games" project are among others: clinical and medical experts (especially in the regions of "Syddanmark" and "Schleswig-K.E.R.N."), hospital administrators, regional Games/IT firms, games technology organizers and networkers, local and regional authorities, health insurance companies, patient and research organizations.

Info: The core clinical areas of Health Games

Which clinical areas are to profit from Health Games technology?

The clinical core areas, which will profit most from the Health Games Project are the following: diagnosis, nursing and therapy, research and learning, rehabilitation and communication with the patients.



Basically the Health Games project supports all the people who come into contact with medicine, with the help of modern games and computer technology. It can help medical students in their progress, as well as professors in their research, and physicians in their practice. Above all it supports and motivates patients.

EAL

Erhvervsakademiet Lillebaelt

"Erhvervsakademiet (EAL)" is a college located in Odense in Denmark. EAL offers various academic courses, especially in Multimedia Design, Electronic Concept Development, Web Development, IT, Marketing, Production, Tourism and logistics.

Its relations with a multitude of universities in the whole of Europe demonstrate the international character of the academy.

FH Kiel

The "Fachhochschule Kiel, University of Applied Sciences (FH Kiel)" is the largest technical college of Schleswig-Holstein. Almost 500 professors and instructors teach over 6,000 students in six subjects: the media, information technology and electrical engineering, mechanical engineering, social studies, agronomy and economy. These studies have a clear international orientation. The technical college has partnerships with universities and colleges in over 30 countries, among others for example in the USA, Canada, Australia, New Zealand, China, Singapore, Mexico, and 20 countries in Europe. Its agreements on the mutual recognition of diplomas make for successful student exchange programs.

OUH

"Odense Universitetshospital" is the biggest hospital complex in the region of "Syddanmark". In OUH it is 1,300 doctors that treat 105,000 patients every year. All in all 7,700 people work at OUH.

At OUH teaching and training are integrated. 4,000 students complete their courses at OUH every year. Together with the University of "Syddanmark" the OUH comprises 140 postgraduate students and 40 professors.