GDC SUMMER

Games for Health
A 2020 Update

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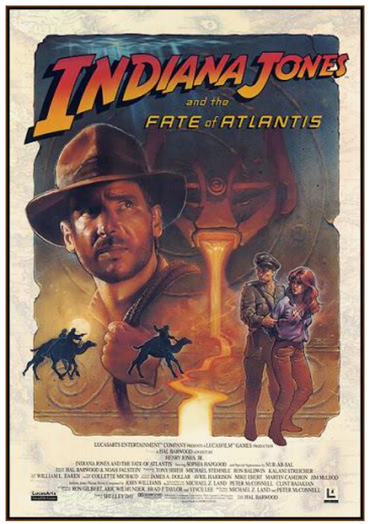
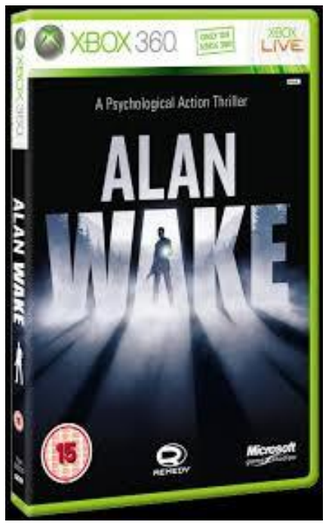
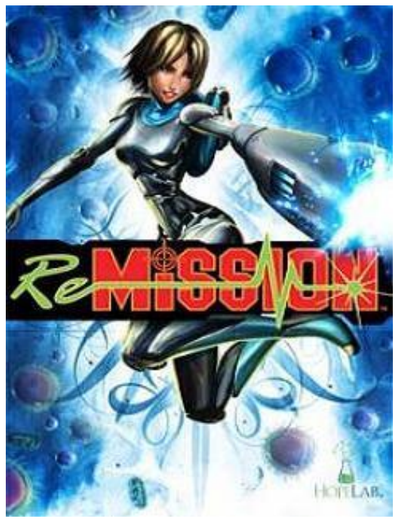
GAME DEVELOPERS CONFERENCE
AUGUST 4–6, 2020 | #GDC20

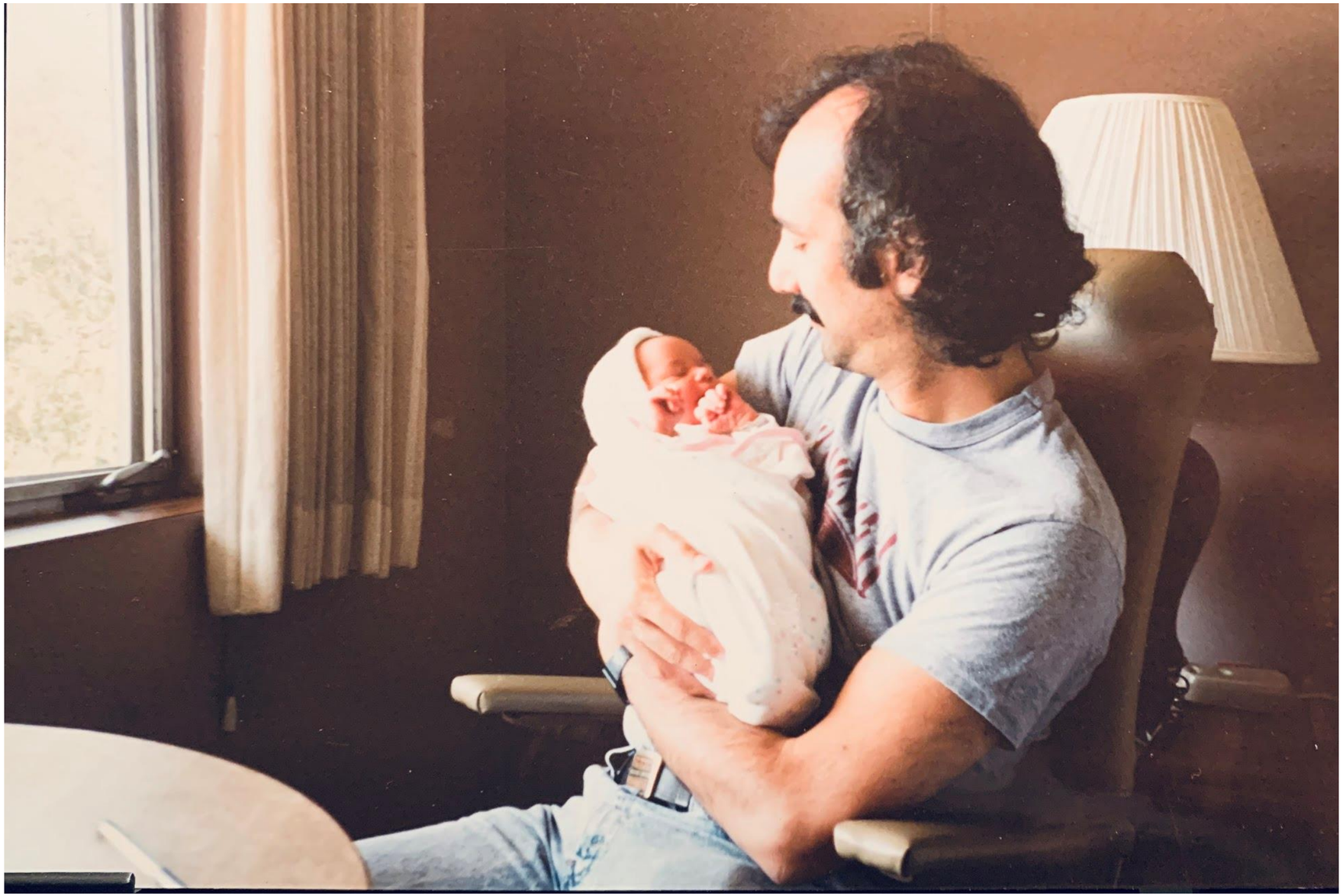
”Games for Health” – my personal story







What use is a newborn baby?



Definitions

- Education / Research / Treatment / Training / Diagnosis
- Game Tech only / Gamification / Serious Games
- Digital: Health / Medicine / Therapeutics (DTx)
  - Wellness / Clinical Evidence / CE + Real World Outcomes
  - https://dtxalliance.org/2019/11/11/digital-health-digital-medicine-digital-therapeutics-dtx-whats-the-difference/
- Digiceuticals: disturbingly like Edutainment…

This annual overview has been hijacked!

- Originally supposed to be general developments
- Covid-19 has invaded our lives, shifted emphasis
- The C-19 response itself may be 2nd most significant news of the year regarding games for health

WHO about-face (maybe?)

- May 2019: “Gaming Disorder” listed as addictive
- April 2020: Video games recommended to help promote social distancing and fight C19

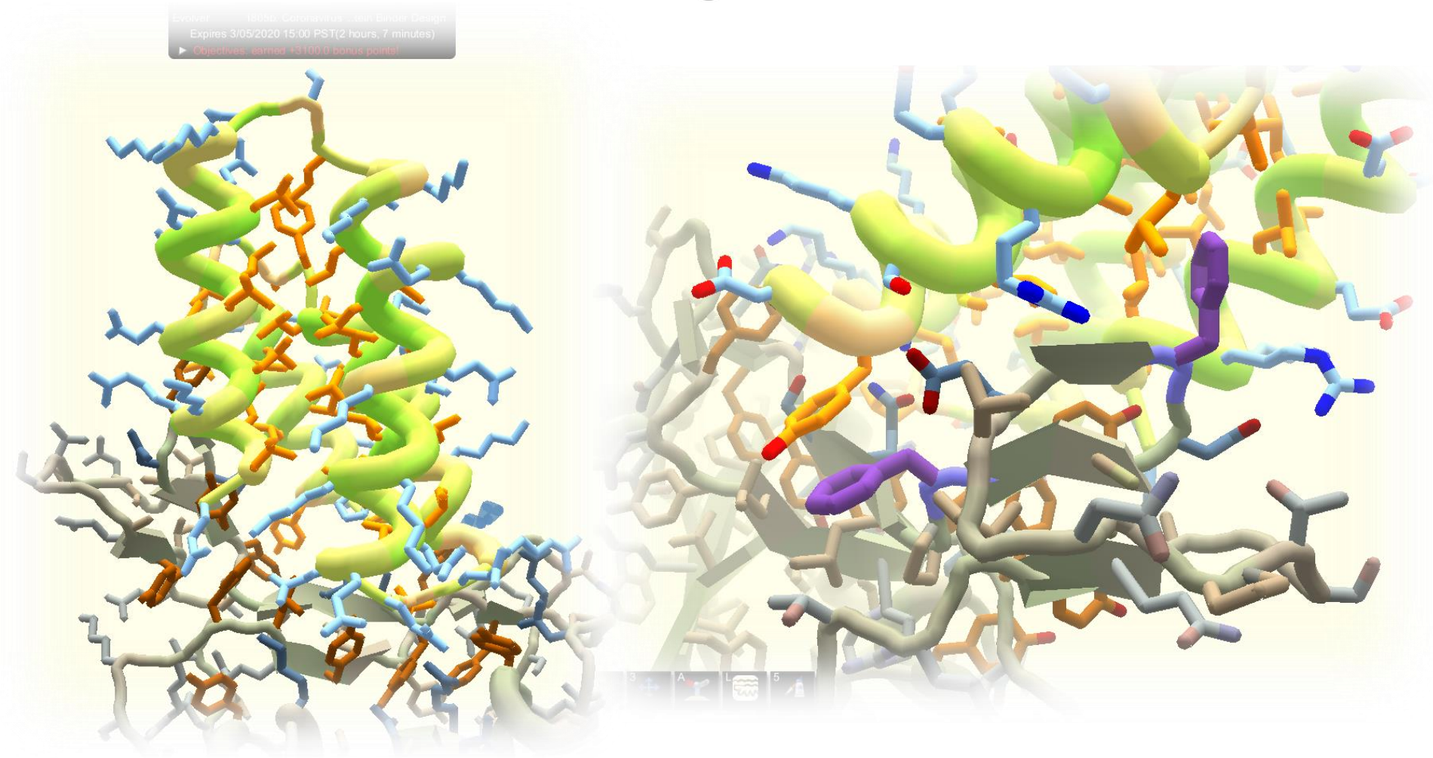
Can we do better? Let’s continue to show the world

Games to fight Covid-19

- Largely games/companies with existing products
  - ‘Tis faster to mod than to develop from scratch!
- Wide range of research, training, education

FoldIt – finding proteins to block Covid-19

- Foldit is searching for block to binding site of virus
- Many players still looking for solution



Balanced Media Tech – Hewmen platform

- Cit Sci – block spike receptor
- Combines “Game-enabled human intelligence” with Grid computing and collaboration

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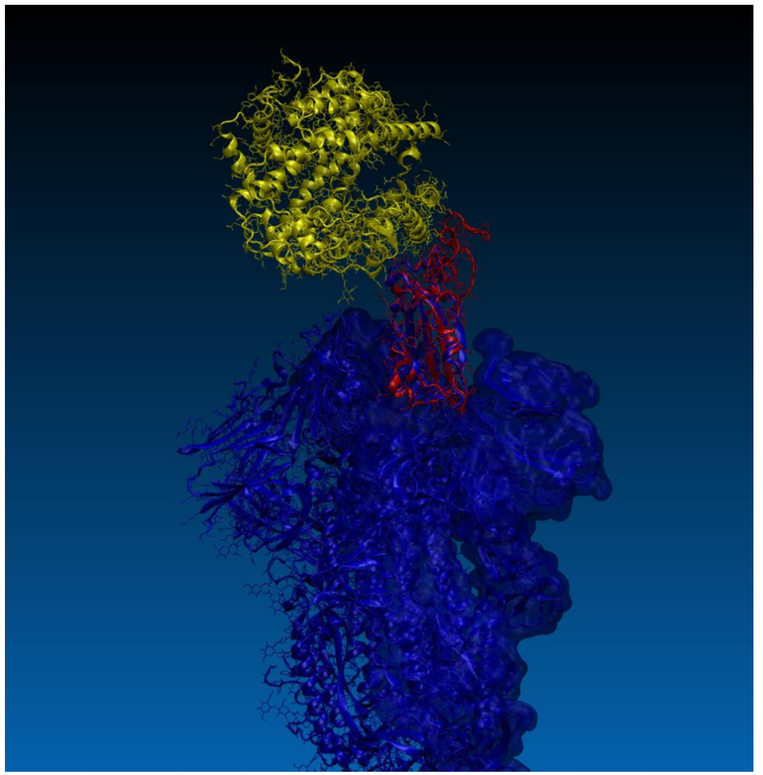


EteRNA

- Solve puzzles by configuring RNA molecules
- OpenVaccine is a campaign to mobilize the Eterna community to design a stable mRNA vaccine against COVID-19.

CCP Project Discovery – Eve Online

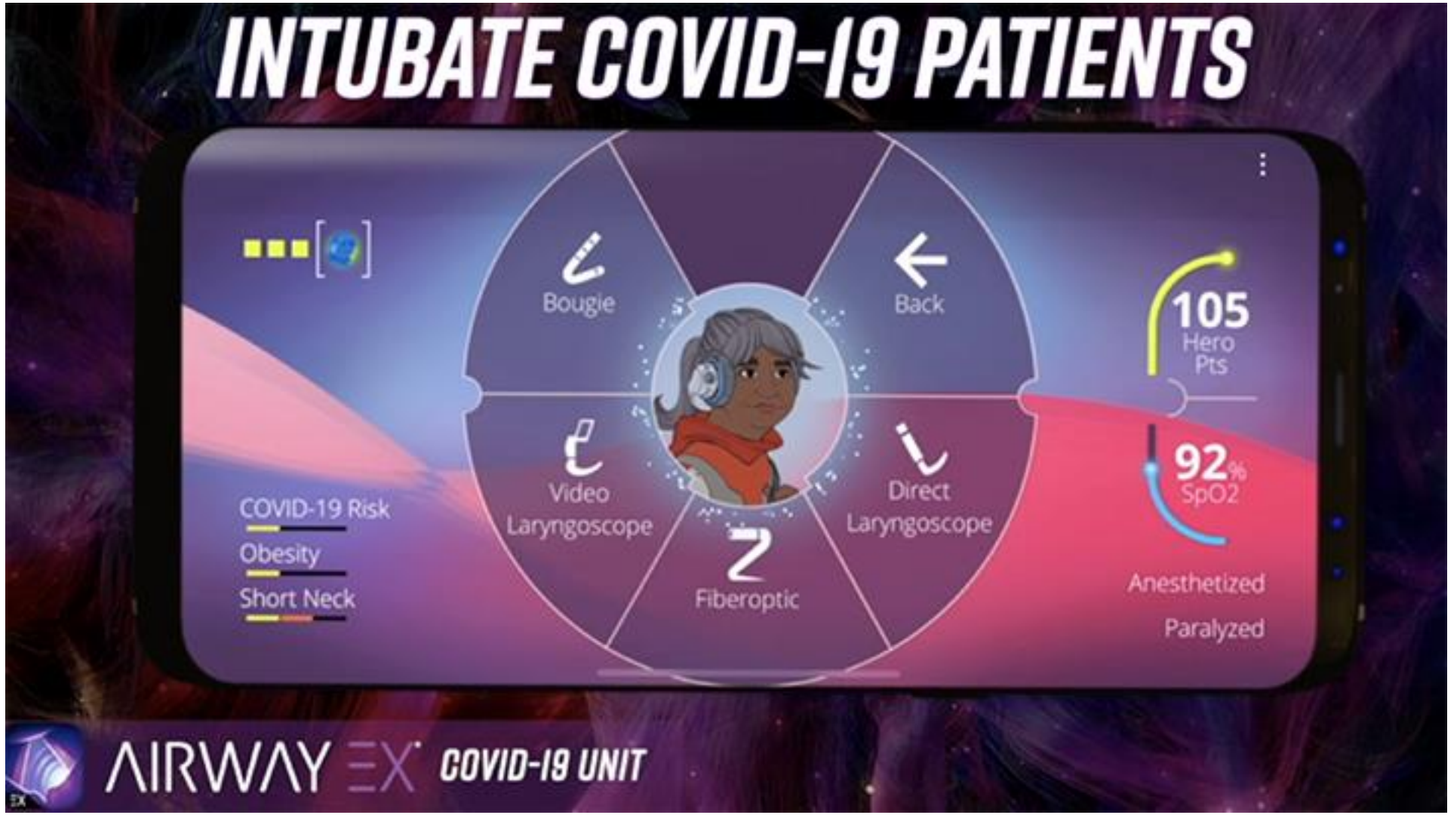
- Citizen Science Game to combat Covid-19
  - Third phase of CitSci – SETI, Protein Mapping previously
  - Play within game
  - This phase about analyzing flow cytometry, measuring characteristics of cells

Crazy Paving Project

- Proposal for Citizen Science
  - Led by Prof. Emma Lundberg
  - Crowdsourcing annotation of CT imaging of lungs
  - Crazy Paving is a kind of lung occlusion
  - Disclaimer – Speaker is advisor to project
  - Non-profit venture in search of funding please contact emma.lundberg@scilifelab.se

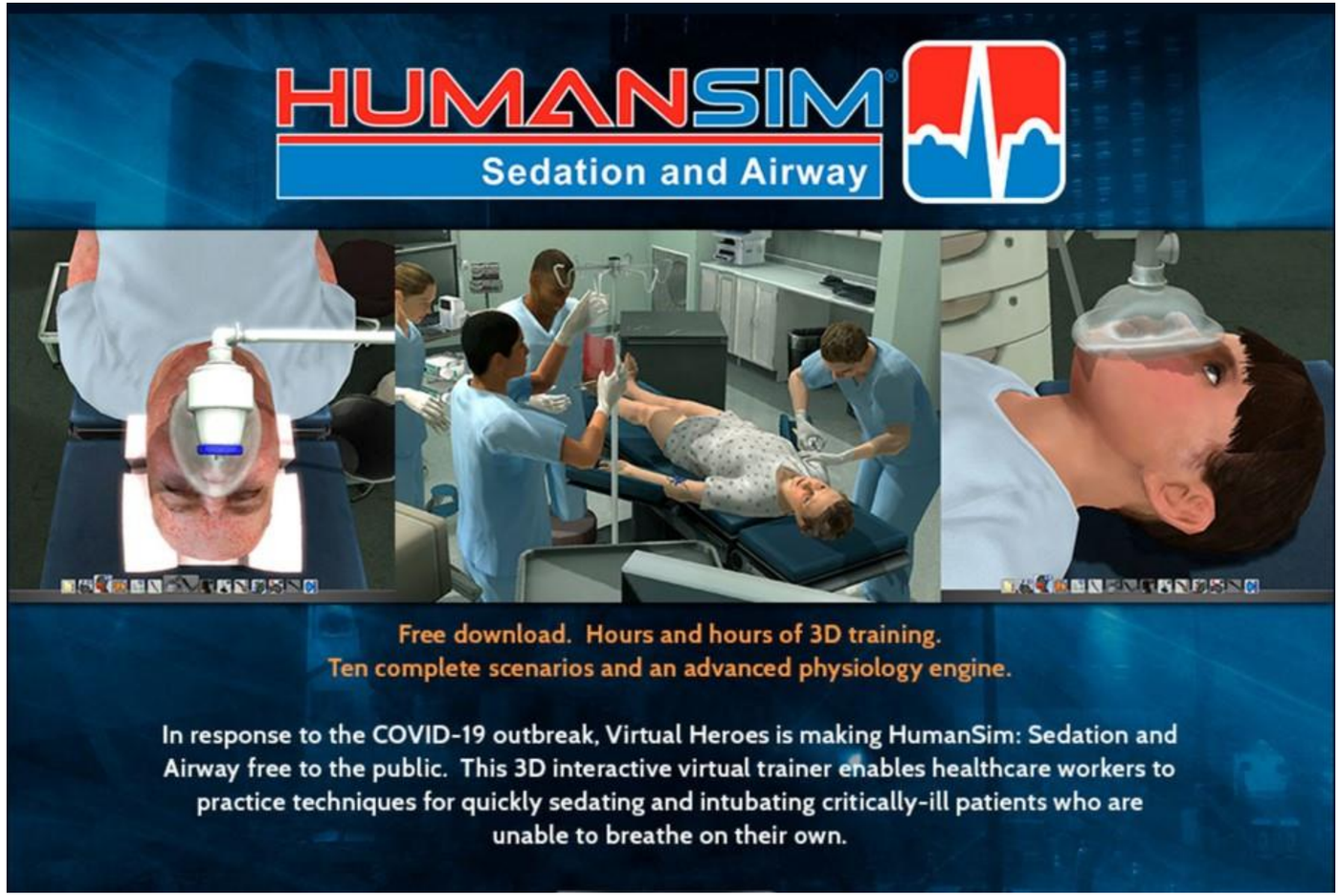
Level Ex - Airway Ex and Pulm Ex

- Covid-19 scenarios
- Free to public



Virtual Heroes – also free to public

- HumanSim
  Sedation & Airway

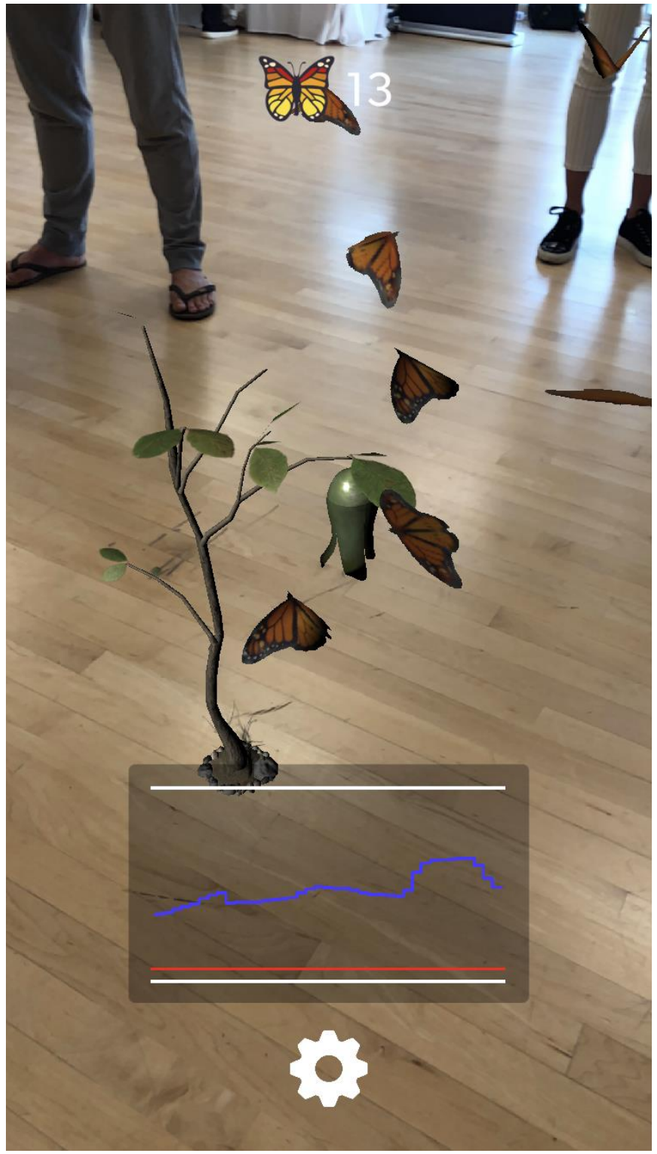


Oxford Medical Simulation – VR training

- Training 17,000 new and retired pros

StoryUp – Healium

- VR/AR + Brainlink lite EEG
- Stress relief without drugs
- Adapted to Covid stress
- Healium won Proctor & Gamble Ventures innovation challenge



Game Company Fundraising

- Dozens of companies soliciting funds from players
- Also donating their own revenues
- Advantage of mature, financially solvent industry

Beyond Covid-19

- What other long-term games-for-health news?
- Three interesting developments

New generation of technologies

- VR/AR, ML/AI, Brain/Gait/Eye trackers, implants next?

Level Ex –> Brainlab 1st acq. of many?

Akili Interactive – FDA clearance

AKILI

Future maturity?

- Those infant technologies will grow w/in Health
- Many more investments, shifts to work on DTx
- Branching to treat depression, pain, many others
- More in new category of predictive and diagnostic
- Many brand new categories we can’t predict

Maybe not who you think

Thank You!

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- My health game work:

http://www.theinspiracy.com/serious-games.html