

~~Playful Persuasion: combining the power of Serious Games and Clinical Pharmacy.~~

## Future digital possibilities for clinical pharmacists

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**Rob Tieben**

Dr. in Playful Persuasion

MSc. in Industrial Design

Entrepreneur in serious games &  
motivating through play

Geek in interactive technology

Null in Clinical Pharmacy





1 billion people

Healthy & Happy

Partnerships

!

# Playful Persuasion & Pharma

Behavior

People

Intelligence





coöperatie  
**DELA**  
voor elkaar

**Thebe**

**GGD**  
Brabant-Zuidoost

**Pfizer**

Radboudumc

**menzis**

**Omring**

Gezondheidsdienst  
**Ggd**  
Gemeenschappelijke  
Zeeland

**Radboud  
Biobank**

**VGZ**

**RINO** zuid  
leren maakt beter

Gemeente  
**Sittard-Geleen**

**Sensire**  
LEVEN ZOALS U WILT



catharina  
ziekenhuis

**KU LEUVEN**

Rijksinstituut voor Volksgezondheid  
en Milieu  
Ministerie van Volksgezondheid,  
Welzijn en Sport

**nivel**

**Gemeente Utrecht**

**Sint Maartenskliniek**

**abbvie**

Playful Persuasion

Citizen Science Games

Playful intelligence





# Why play?

1st language

Intrinsic motivation

Curiosity

Seduction

Smile

“Hey ;)”





Efteling



\*\*\*

- ❁ : "A very good restaurant in its category" (*Une très bonne table dans sa catégorie*)
- ❁❁ : "Excellent cooking, worth a detour" (*Table excellente, mérite un détour*)
- ❁❁❁: "Exceptional cuisine, worth a special journey" (*Une des meilleures tables, vaut le voyage*).<sup>[6]</sup>





We gaan lekker puzzelen. Denk je  
dan ook even aan je medicijnen?



Medi & Seintje



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breken wereldrecords!



Treatment adherence

Changing behavior

Loyalty

Healthier & happier people

Sint-Maartenskliniek & Abbvie



Puzzling together results in therapy loyalty

# Kies je spel



RANG 1: STARTER



RANG 1: STARTER



RANG 3: WOORD STREPER



RANG 1: STARTER

Feedback

Run  
InlogMethodRun Barcode  
Scanner

Run Trivia

Run  
DragCabinetRun  
RecaptchaRun  
SlideToUnlock

## OPTIES

/ 50000



Feedback

## Woordenlijst



Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B N M



TERUG

Kruiswoord

SPELDJES

OPTIES

RANG 1: STARTER



66776 / 50000

Nog 53 dagen!



50000

75%

50%

25%

133%

Feedback

Speel!

5

jouw bijdrage

253

aantal spelers

# Results & challenges



Participants

Monitoring behavior & contact

100+

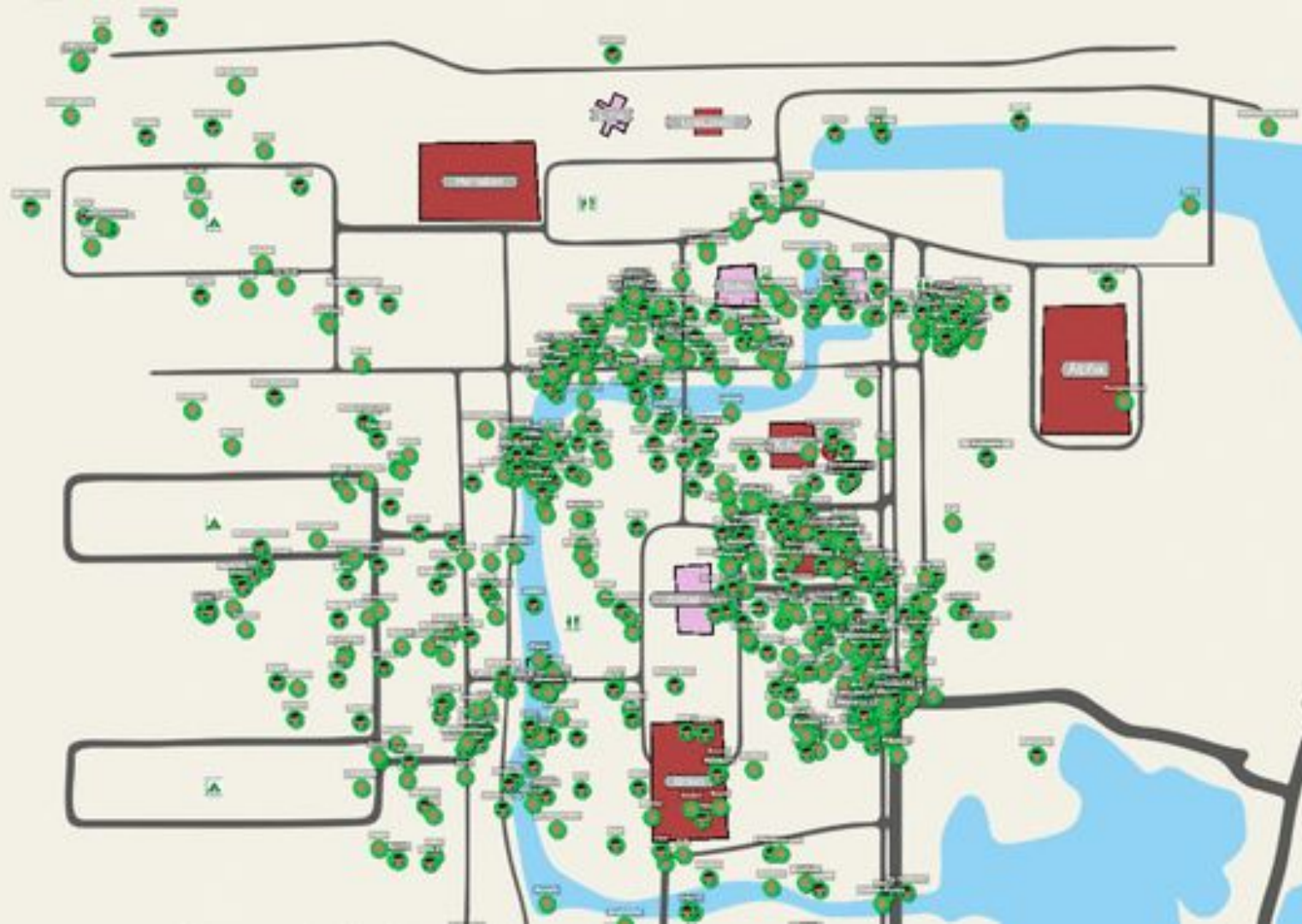
Live updates to study setup

6 weeks

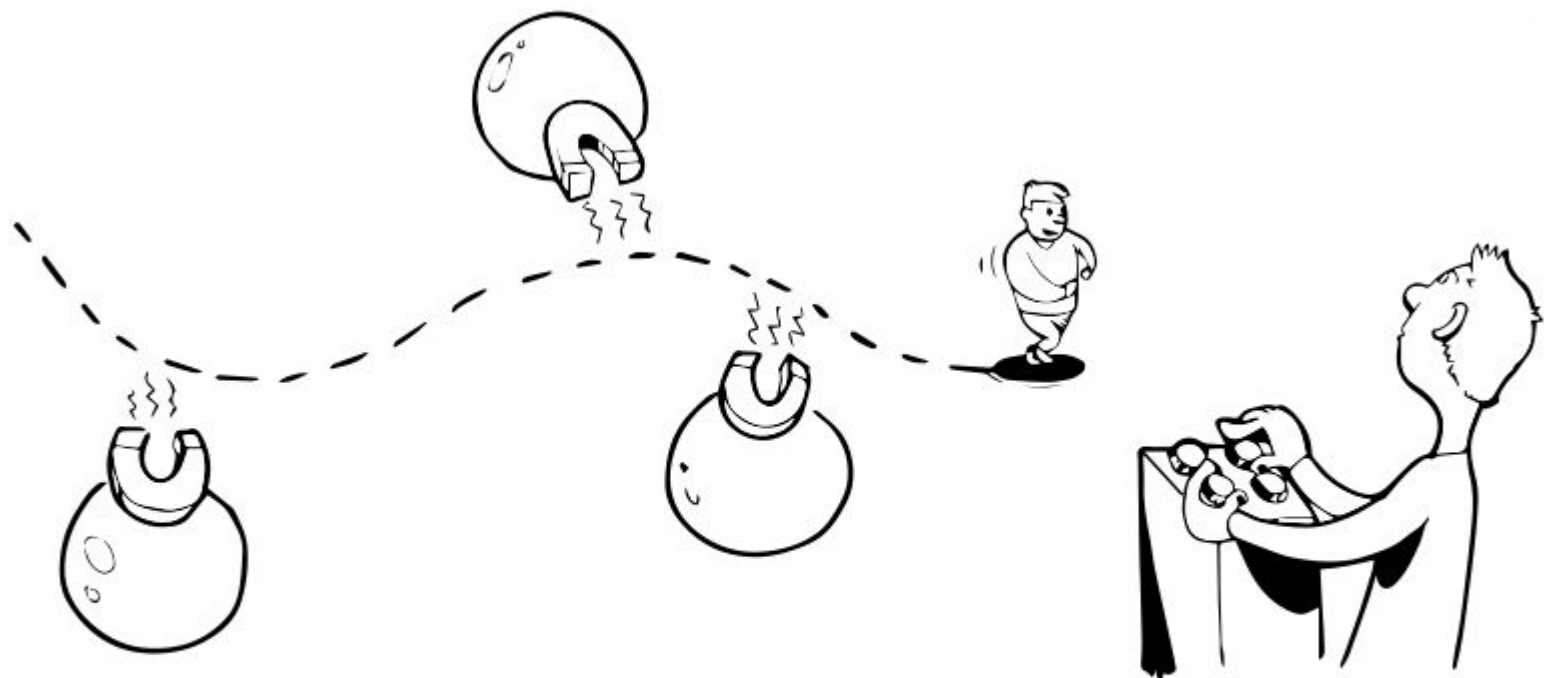
GGD Flevoland & RIVM







# Results & challenges



# Citizen Science Games

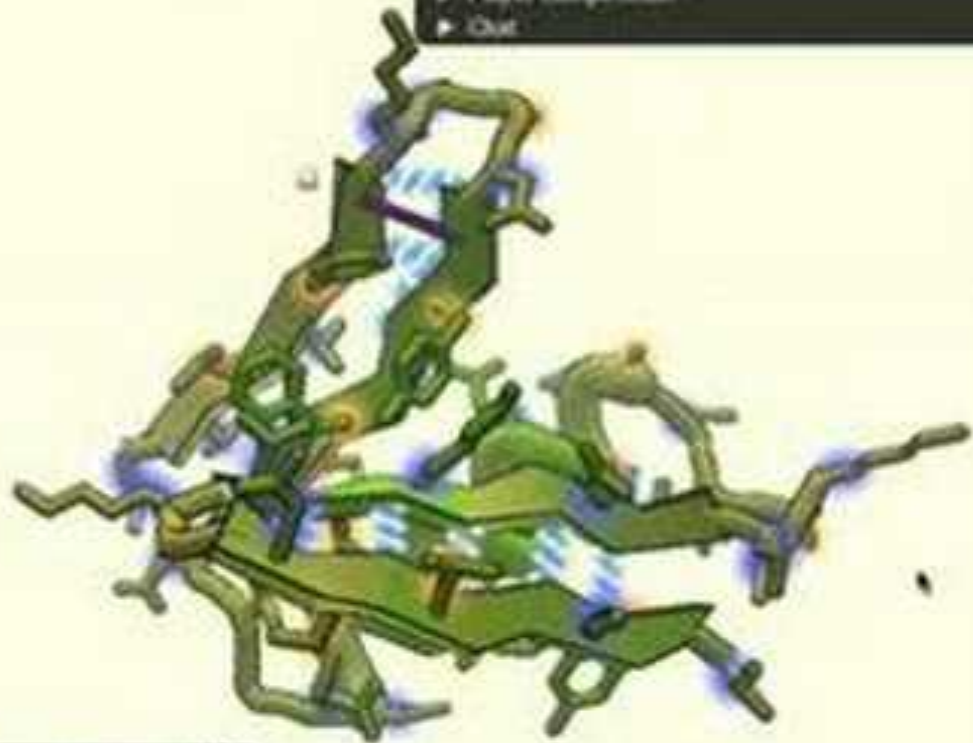


Rank: 84

Score: 8840

50. Strep Binding

- ▶ Group Competition
- ▶ Player Competition
- ▶ Chat



Shake  
Sidechains

Wiggle  
Backbone

Clear Locks  
and Bands

Reset  
Picture

Mouse  
Help

▶ Actions ▶ Undo ▶ View ▶ File

Full Text



**Play a Game, Speed up Alzheimer's  
Research**

How does playing Stall Catchers help find a cure for Alzheimer's disease?





# UNMASK



FIGHT BAD GUYS

# Opportunities & challenges



# Playful intelligence

Asking smart questions

# Whappbot

<https://app.whappbot.com/chat/icon>

<https://app.whappbot.com/chat/demoferticoach>







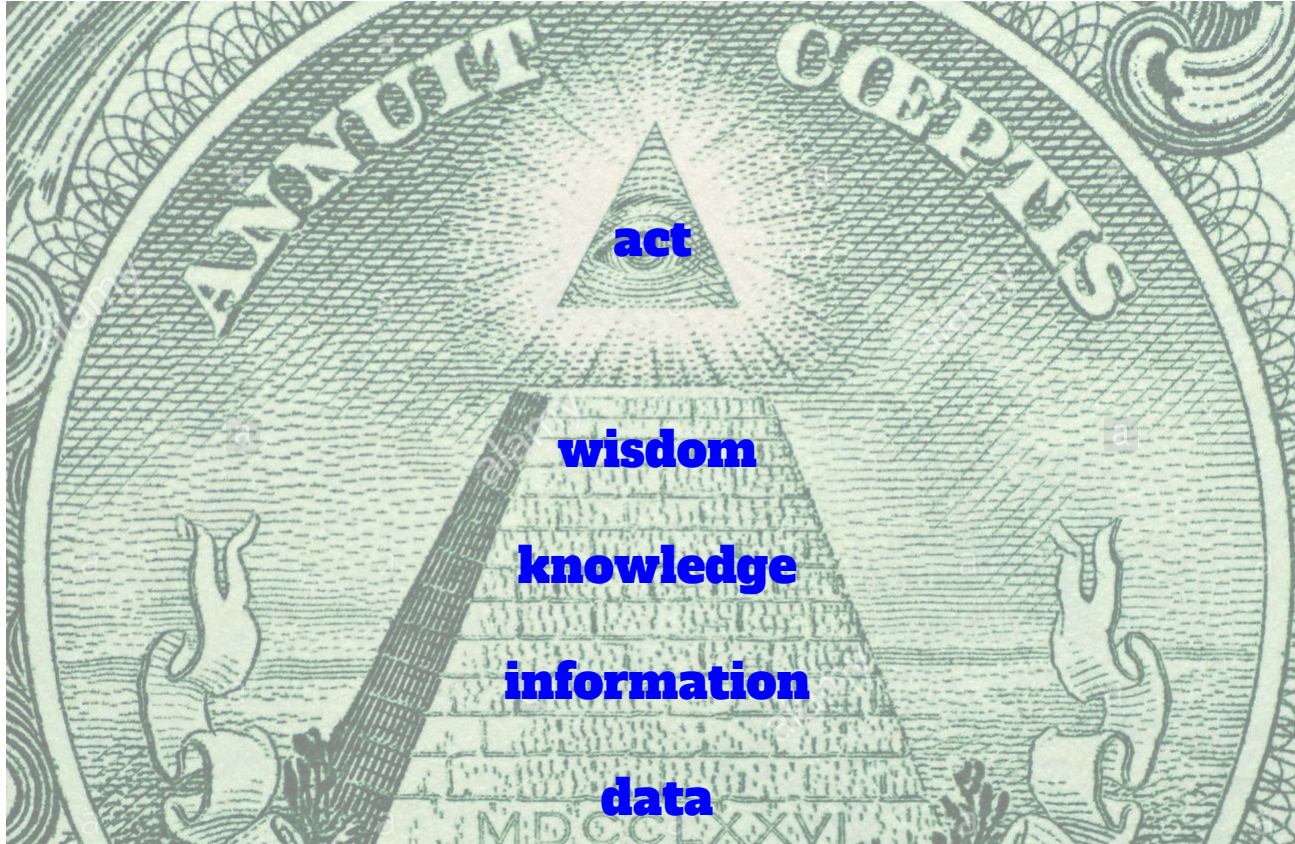


# Challenges

# Bertin's hierarchy

**Information can motivate action.**

**Understanding precedes action.**



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