

## The Video Game Healer - Zoom On - Anna Sort



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Anna Sort is a qualified nurse, healthcare lecturer and the director of PlayBenefit, a Barcelona-based company which uses gaming to help people heal.

**What are your key areas of interest and research?** Video games, Engagement design, behaviour change, Placebo effect/mind power, willpower and eustress.

**What are the major challenges in your field?** Finding people who want to try and apply engagement design in their own institution. People see the benefit but are afraid to change or doing things differently.

**What is your top management tip?** Listen to understand, not to reply. It helps much more in the long run.

**What would you single out as a career highlight?** Starting my company, PlayBenefit. I did it because I saw the need to change, and I thought it was better to have someone take that road no matter how hard, rather than waiting for something to happen and magically change everything.

**If you had not chosen this career path what do you think you would have become?** I have no idea. My job didn't exist before, so I couldn't work on it in the field. I think I would have eventually gone down the same road because it's what I really believe in. The only other thing that could have happened is that if I had believed as strongly on something else, I would have gone down that path!

**What are your personal interests outside of work?** I love video games, reading and exercising. Time with family and friends is equally important! I don't do much "creativity" stuff out of work, I spend my day there being creative constantly! I love video games because I like to analyse how I engage and what attracts me to them, how they help me keep in touch with people that I don't see often (I have a ton of friends in France from my previous job) and how they also helps my imagination. I love story games, finance games and management games!

### **Your favourite quote?**

"It's not the problem, it's how you react to it."

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