
Video Games to Create “Epic Wins” Within The Healthcare Sector, World of Health IT Event Concludes



The Sort siblings - Manel Sort, Head of Studios, King.com, Spain and Anna Sort, CEO & Co-Founder, PlayBenefit – have advocated the potential use of video gaming in healthcare saying that it should create ‘epic wins’ within the industry.

Speaking during the final keynote that closed the World of Health IT event during their session “From Candy Crush to Healthcare - Lessons Learned from Consumers’ Engagement in the Game Industry” the pair suggested video games could be an engaging tool to improve healthcare and analysed the science behind video games.

Anna Sort said: “The lessons we have learned from the video game industry can be applied in a healthcare setting, to improve processes such as adherence to treatment, user empowerment, learning and behavioural change. It’s fundamental to advance technology and health to create links between professionals in different fields, and that’s exactly what WoHiT is doing, generating interest amongst a diverse range of profiles and backgrounds.”

The session was one of many that took place at the World of Health IT, which concluded following over two full days of educational sessions, evening networking receptions, entertainment, innovation and examples of best practice in healthcare IT. An array of influential health and care leaders as well as front line clinicians and patients came together and engaged in fruitful discussions on how we can all join forces to improve healthcare in Europe through information technology.

Highlights: integrated care and closing the gender gap

One of the most highly anticipated sessions during WoHiT was hosted by the recently launched HIMSS Europe Women in Health IT Community. During this informal session, preliminary results from a HIMSS Europe survey were addressed, revealing that 57% of female European healthcare IT workers say that they have witnessed gender-related discrimination at work. The most common ways in which discrimination was portrayed was identified as being: a lower chance of promotion, unequal workplace treatment, and a lower salary.

Integrated Care was also key during the two-day conference. WoHiT hosted a whole track dedicated to this topic, which is said to be the top priority in 2017 for over 54% of European healthcare professionals (according to the [HIMSS Europe Annual Survey](#)). Interactive workshops and sessions have addressed standards for the ageing field and adopting a multi-stakeholder approach towards Integrated Care, amongst others.

Roadmap for 2017

Attendees and exhibitors will have three major HIMSS Europe pan-European events to look out for in 2017. On 10-12 May, eHealth Week will be taking place in Malta, in partnership with the World Health Organization (WHO) and organised by the Maltese Ministry of Health – as part of their Presidency of the Council of the European Union -, the European Commission and HIMSS Europe. During the second half of 2017, two more events will be taking place: “Health in a Digital Society, Digital Society for Health”, on 16-18 October in Tallinn, Estonia, which will address the digital aspects of healthcare and will showcase some of Estonia’s most renowned best practices, and will be organised in collaboration with ECHAlliance and the Estonian Ministry of Health.

World of Health IT will be back next year for its next edition. The whole eHealth ecosystem will gather in Barcelona once again on exactly the same dates (21 and 22 November) and will host the highest level of speakers and the hottest topics in eHealth, together with offering an

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unmatchable networking experience for everyone.

HIMSS Europe looks forward to gathering the European eHealth Community at every gathering over the course of 2017.

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