



Simcoach Games hosts UPMC, Honeywell at Serious Play Conference

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Simcoach Games, a leader in gamification using serious games, will present two talks on the process of building games with development partners from UPMC and Honeywell Labs at the Serious Play Conference, July 21–23, 2015. The talks will highlight the opportunities and challenges of using games to drive behavior change, how to create a development partnership, and plans for commercialization.

“We are excited to share our experience working with Simcoach Games to develop Heart Failure Coach,” says Amy Ranier, Director, Patient Experience at UPMC. “UPMC is committed to teaching patients the key skills they need to self-manage their care and avoid readmission. We’ve found that the Heart Failure Coach game is a novel and effective way to deliver that critical information.”

“Simcoach’s challenge was to take an abstract specification of tasks, designed by neuroscientists to exercise basic processes associated with reasoning and problem solving, and transform it into an engaging game. Robot Factory – a game that casts the player in the role of a new employee in a factory situated in a dystopian future – is a compelling response to this challenge,” says Santosh Mathan, Ph.D., Principal Scientist at Honeywell Labs. “In little over three months the team engaged a talented group of artists, computer scientists, and game designers to create a compelling game that delighted players, while satisfying all the underlying scientific constraints. The game that emerged from this process was nominated as a finalist in the 2014 Serious Games Challenge competition.”

CEO Jessica Trybus will co-present “Serious Games for Health: Making Patient Engagement Simple, Interactive and Measurable” with Amy Ranier, Director of Web Strategy and Interactive Marketing for UPMC on Tuesday, July 21 at 11:30 a.m in Room C. VP of Design Eben Myers will co-present “Building Robot Factory: A Game Design and Brain Science Collaboration” with Santosh Mathan, Ph.D., Principal Scientist at Honeywell Labs on Wednesday, July 22 at 3:30 p.m in Room D.

About Simcoach Games

Simcoach Games designs and develops video games that enable learners to achieve sustainable behavior change. We make learning simple, interactive and measurable. A spinout of Carnegie Mellon, Simcoach Games has been a leader in the gamification of learning since 2005. For more information, visit www.simcoachgames.com.

About UPMC

The University of Pittsburgh Medical Center (UPMC) is a world-renowned health care provider and insurer with more than \$10 billion in annual revenue. UPMC is a nonprofit and the largest non-governmental employer in Pennsylvania with more than 60,000 employees. For more information, visit www.upmc.com.

About Honeywell

Honeywell is a Fortune 100 diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, home and industry; turbochargers; and performance materials. For more news and information on Honeywell, please visit www.honeywellnow.com.

About Serious Play

The Serious Play Conference is in its fifth year as a leadership conference for professionals who embrace the idea that games can revolutionize learning. The Serious Play Conference is produced by the Serious Games Association. For more information, visit www.seriousplayconference.com.