

Biomedical Discussion Group

Lecture: "Persuasive Health Technology to Improve Health and Wellbeing"

Wednesday May 27, 2015

10:30 – 11:30 am

Centre for Environmental and Information Technology (EIT), Room 3142

[Lisette van Gemert-Pijnen](#), PhD

Professor of Experimental Cardiology at Erasmus University, The Netherlands; Founder of the Center for [eHealth Research and Disease Management](#)

[Olga Kulyk](#), PhD

Professor at the Persuasive Health Technology Lab, Center for eHealth, University of Twente, Enschede, The Netherlands

Abstract:

High tech and Human touch, the profile of the University of Twente, converge in Persuasive Health Technology. Persuasive Health Technology emphasizes the design of empathic health technologies, adaptive to personalities and tailored to individual needs and skills, through mobile devices and ambient technologies, invisible and embedded in the environment that surrounds people. Persuasive technology provides methods and strategies to create trust, user-engagement and adherence via empathic and person-adaptive designs. It provides means for reinventing healthcare via co-creation with the end-users (caregivers, caretakers, family carers) and involvement of stakeholders (decision makers, policy makers and industrial organization). The ambition of Persuasive Health Technology research and education is to develop, implement and evaluate health technology that is feasible, trustworthy and user-friendly.

Their talk will focus on smart monitoring and coaching to prevent complications and to promote independent living and mobility. Dr. Olga Kulyk will talk about persuasive design for peripheral visualizations, awareness applications, affective feedback and evaluation methods for measuring situational awareness, group dynamics and persuasiveness. They will demonstrate their holistic iterative approach on the recent project examples, hoping to trigger fruitful discussion.

Lisette van Gemert-Pijnen

Dr. van Gemert-Pijnen studied psycho-linguistics and is a professor at the University of Twente in Persuasive Health Technology with appointments at the University Medical Center Groningen and University of Waterloo (Canada). Her research focusses on persuasive designs to increase trust, engagement and adherence to technologies. Dr. van Gemert-Pijnen is the founder of the first Center for eHealth Research and Disease Management (www.ehealthresearchcenter.nl), and is chief editor of the International Journal on Advances in Life Sciences.

Olga Kulyk, PhD

Dr. Kulyk is an assistant professor at the Persuasive Health Technology Lab, Center for eHealth, University of Twente, Enschede, The Netherlands. She is currently involved in research and teaching in user-centred persuasive design, visualization of self-monitoring data and coaching for personalized healthcare technologies. Olga's primary research is on visualization of health monitoring data and awareness applications and developing personalized visualizations.

Complete abstract and profiles can be found on [CBB's website](#).

If you are interested in meeting with either Dr. van Gemert-Pijnen or Dr. Kulyk, please email [CBB](#).

Event is FREE – please RSVP via EventBrite.

Coffee/cookies will be available

Pay parking available in lots B or N ([map](#)). Visit: cbb.uwaterloo.ca for more information.

