

## Two-day doctoral seminar, 15-16 September 2015

Organized by:  
Graduate School of Software Systems and Engineering (SoSE)  
University of Oulu, Department of Information Processing Science  
[www.sose.oulu.fi](http://www.sose.oulu.fi)

### Development and implementation of Persuasive Health Systems

Prof. Lisette van Gemert-Pijnen, University of Twente, Netherlands

The seminar is open for all. Please register in advance: [liisa.kuonanoja@oulu.fi](mailto:liisa.kuonanoja@oulu.fi)

#### Dates and classrooms:

Tue 15<sup>th</sup> September  
9.15-14.00 classroom IT135  
14.15-16.30 classroom SÄ102

Wed 16<sup>th</sup> September  
9.15-16.30, classroom SÄ124

The course will be held at University of Oulu.

The course book:

Improving eHealth. J.E.W.C. van Gemert-Pijnen, O. Peters, and H.C. Ossebaard (eds.)

#### The seminar:

Technology and health, how to connect both worlds? In the course we will focus on design and implementation of health technology systems to change attitudes and behaviors.

During the 2day course we teach the principles for developing user centered and persuasive health technology systems using case studies from eHealth research. Students will learn to combine engineering knowledge with social sciences to develop technology systems that work, motivate and that are implementable in practice.

Day 1: focus on the principles of health technology

Day 2: a workshop to apply and employ the principles in a case study

#### Speaker bio:

*Dr. Lisette van Gemert-Pijnen* is professor of Persuasive Health Technology and head of the Centre for eHealth & Wellbeing Research at the University of Twente, Netherlands. Her research interest areas include design, implementation and evaluation of technology in the healthcare sector with the aim of improving the overall quality of health and safety. The research in particular is oriented towards human-centered and value-driven technology and includes three subthemes: user centered development, persuasive technology design, and business modeling (implementation).

