

HopeLab

Play That Works

Steve Cole, Vice President of Research, [HopeLab](#)

National Conference on Health Communication, Marketing & Media

August 30, 2007

About HopeLab

Our mission: Combine **rigorous research** with **innovative solutions** to improve health and quality of life of young people with chronic illness

Our approach: Rationally targeted social technology - **play that works**

Our first product: **Re-Mission** video game for cancer

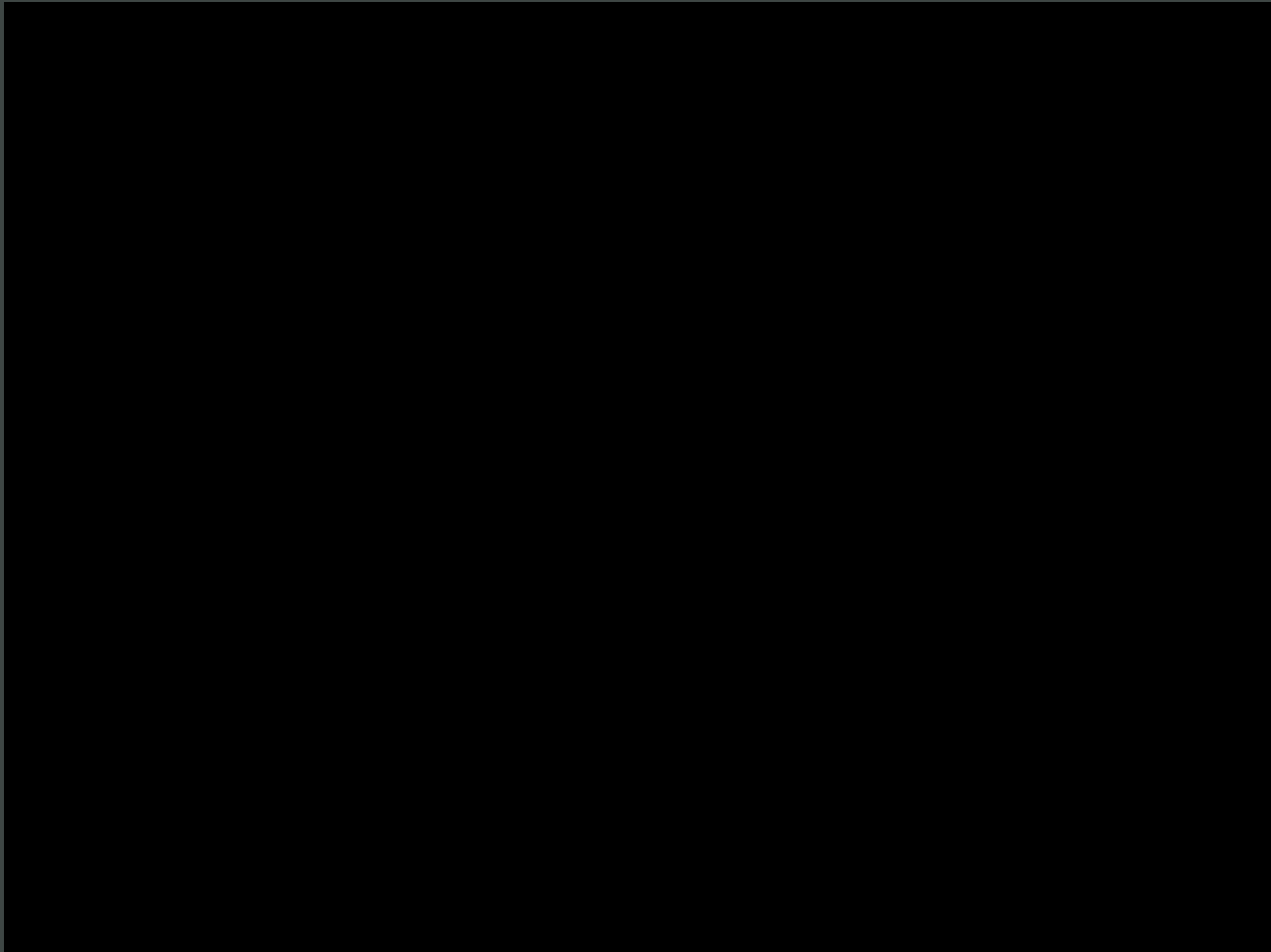


Re-Mission

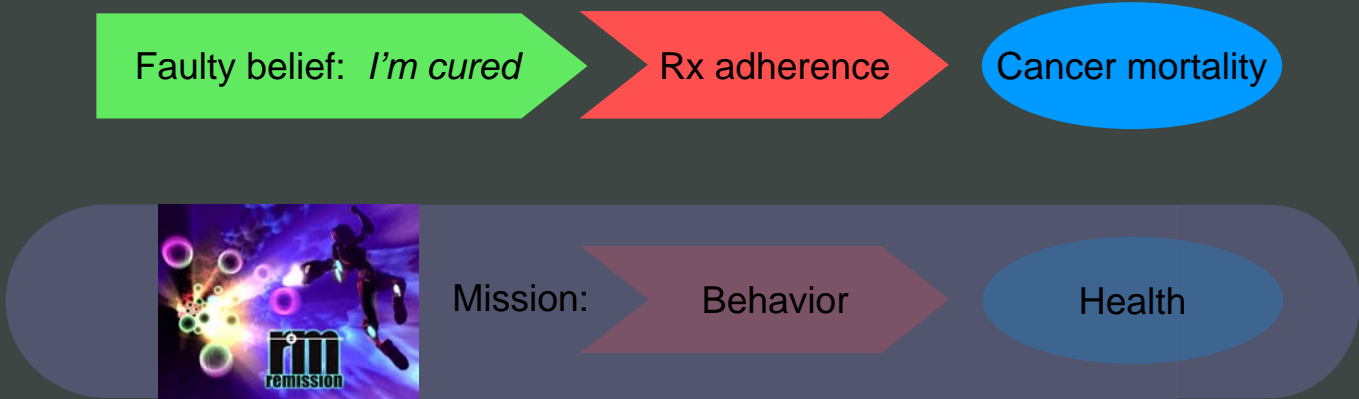
Power Lies Within: Roxxi the nanobot battles cancer in the bodies of teens.

- 19 patients
- 7 cancers
- 20 levels





Rational Engineering



Re-Mission: Game Overview

- **Target Population:** Adolescents and young adults with cancer
- **Health Objectives:**
 - + Treatment adherence
 - + Knowledge
 - + Self-efficacy
 - + Quality of life
- **Formats:**
 - + Third-person shooter video game
 - + CD, DVD, online downloadable file
- **Platform:** Windows PC

Re-Mission Outcomes Study

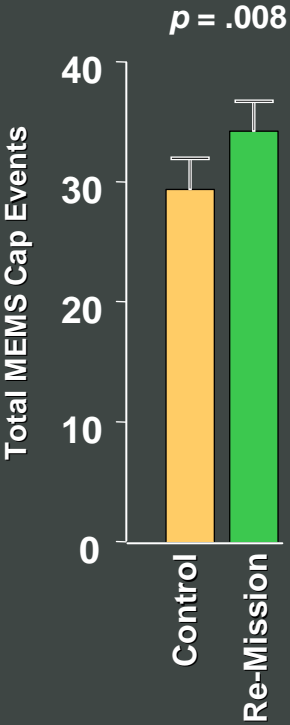
- 374 young people with cancer (13-29 years old)
 - + Any malignancy diagnosis
 - + On treatment > 4 months
- 34 sites
 - + United States, Australia, Canada
 - + English, Spanish, French
- Design
 - + Shuttle PC / game controller
 - + Control game vs. Re-Mission + control game
 - + 0, 1 months, 3 months
- Outcomes
 - + Psychological (knowledge, self-efficacy)
 - + Treatment adherence (chemotherapy, antibiotics)

Results: *Re-Mission* Works



Results: *Re-Mission* Works

Antibiotics

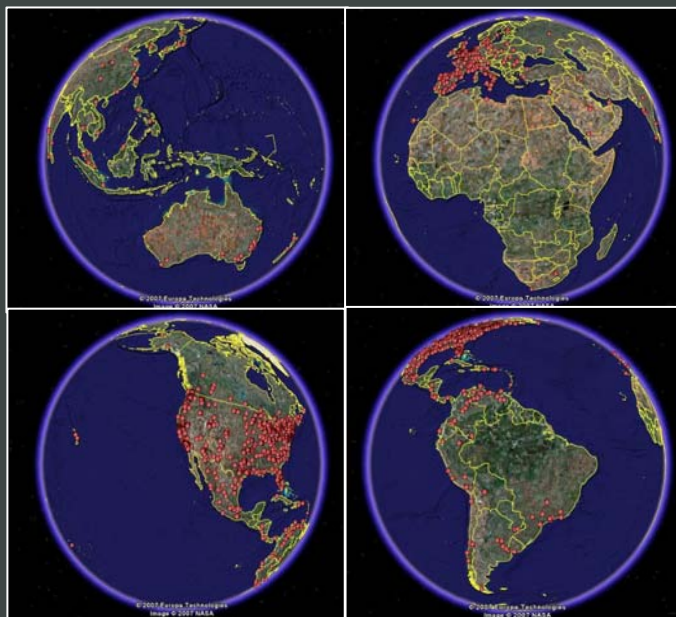


Chemotherapy: Oral 6MP



Re-Mission: Lessons Learned

- + Effective
- + Distributable
 - 92,000 games
 - 77 countries
- + Bridge to social networking
 - www.re-mission.net



Google Earth map: Re-Mission distribution as of August 2007



What's Next for HopeLab?

- *“Re-Mission 2”*
- Obesity
- Sickle-cell disease
- Autism
- Major depressive disorder

More games that work!

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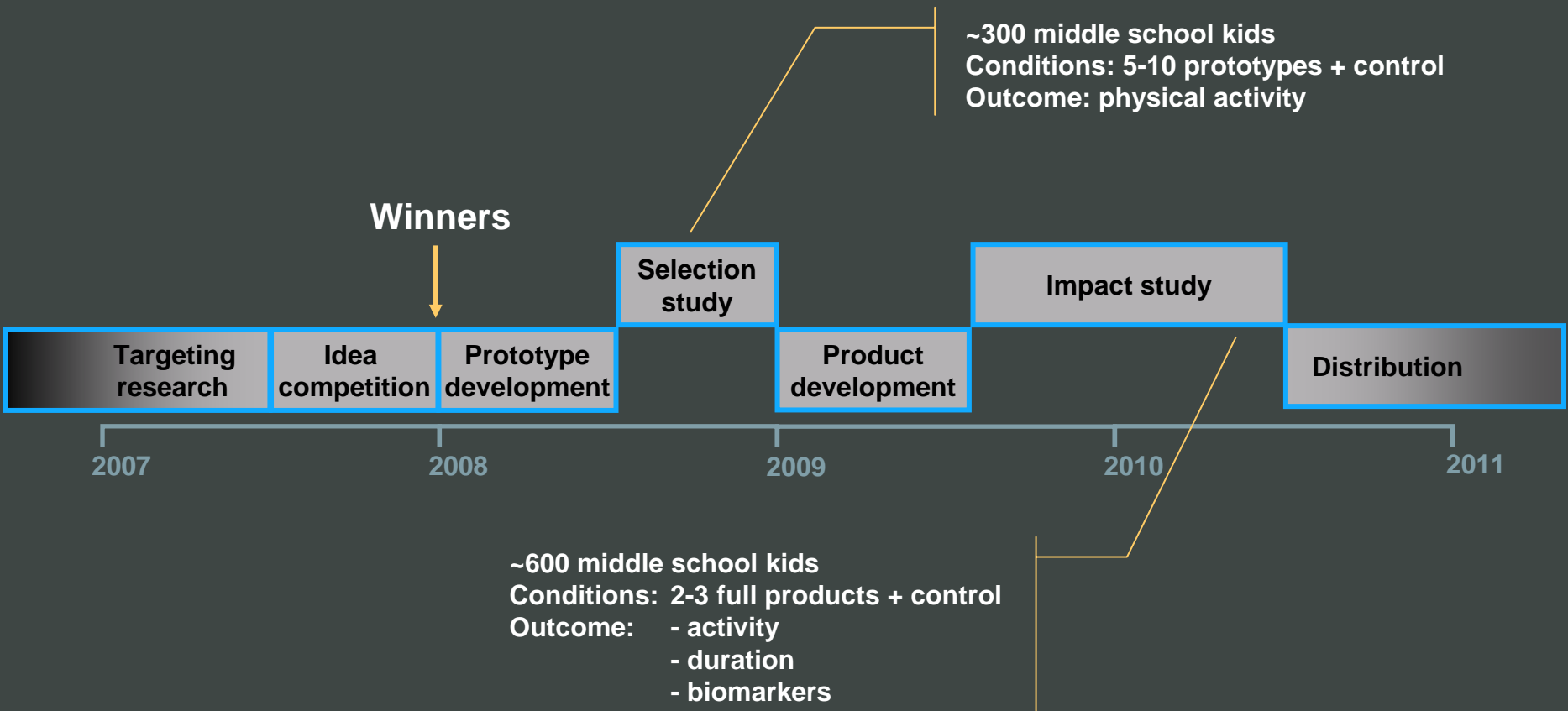
August 30, 2007

Ruckus Nation: *What's Your Idea?*



[Return](#)

Ruckus Nation: *Where Ideas That Move Us Win!*



Lessons Learned

- Be clear about target behavior
- Identify determinates of behavior in target population
- Choose game format that works:
 - + For psychology
 - + For motivation
- Pilot / iterate

Intervention Philosophy

Behavior = Knowledge x Motivation

History of HopeLab

1999

- + The Vision – Pam Omidyar

2001

- + HopeLab Founded

Our Mission: To combine rigorous research with innovative solutions to improve the health and quality of life of young people with chronic illness

2002 - 2004

- + Pilot Studies

2003

- + Re-Mission Game Development

2004 - 2005

- + Re-Mission Outcomes Study

2006

- + Preliminary Results
- + Re-Mission Distribution



2007

- + Ruckus Nation
- + Ongoing Re-Mission research

Channel One: Games for Good

