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**PERSONAL CONNECTED HEALTH ALLIANCE, HIMSS AND GAMES FOR HEALTH
ANNOUNCE STRATEGIC PARTNERSHIP**

**Games for Health annual conference integrated in the 2015 mHealth Summit,
November 8-11 in Washington, DC**

Arlington, VA (JUNE 16, 2015) – The [Personal Connected Health Alliance](#) (PCHA) at [HIMSS](#) and the [Games for Health Project](#) today announced a strategic partnership to deliver comprehensive resources and business development opportunities to the gaming community. HIMSS and PCHA are focusing on advancing personal health technologies in care delivery, including mobile and connected health, that empower and engage providers, patients and consumers in health and wellness.

Games for Health is the leading voice and professional community in the field of health games, representing the full spectrum of health technologies. Together with PCHA and HIMSS, this partnership will bring greater focus to cutting-edge games and gaming technologies covering the spectrum from wellness to disease management.

"Gaming technology is playing an increasing role in care delivery and the management of health and wellness," said Richard Scarfo, Vice President, Personal Connected Health Alliance at HIMSS, and Director of the mHealth Summit. "Our strategic partnership with Games for Health compliments PCHA's support of the full continuum of technology-driven health and wellness. Gaming technology is becoming an important addition to social media, wearables and mobile health, as well as an adjunct to clinical care management."

As part of this collaboration, Games for Health will host a portfolio of activities at both this year's [mHealth Summit](#) and the [HIMSS16 Annual Conference](#). The Games for Health University will once again return to the 2015 mHealth Summit on November 8, featuring a full-day tutorial focused on how and when games should be used in the health and healthcare sectors. The Games for Health annual meeting, also taking place at the Summit, will cover topics including exergaming, physical therapy, disease management, health behavior change, biofeedback, rehab, epidemiology, training, cognitive health, nutrition and health education. The mHealth Summit, hosted by HIMSS and the Personal Connected Health Alliance, will take place November 8-11, 2015, at the Gaylord National Resort and Convention Center in the Washington, DC, area.

Within the mHealth Summit's Connected Health Pavilion on the exhibit floor, Games for Health will showcase the use of videogames and video game technologies to improve health and healthcare from both a provider and patient perspective. This interactive, hands-on exhibit area will inform and demonstrate how health and healthcare providers and organizations can use game technologies as part of a strategic approach in healthcare delivery. Games for Health will also be featured in the Connected Patient Gallery at HIMSS16 in Las Vegas, February 29-March 4.

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Beth Bryant, President of the Games for Health Project, will continue to lead all management activities and event logistics for PCHA's programs related to games, game technologies and gamification solutions that are impacting health and healthcare. "Partnering with HIMSS and the Personal Connected Health Alliance is a major milestone for our community, placing us on a global stage at the mHealth Summit. This year, we are bringing together thought-leaders, innovators and clinical experts to advance game technologies and the gaming community," added Bryant.

The Games for Health Project supports community, knowledge and business development efforts to use cutting-edge games and game technologies to improve health and health care. The Robert Wood Johnson Foundation is the original sponsor and remains a major supporter of Games for Health.

For more information or to become an exhibitor or sponsor of the Games for Health Showcase at the 2015 mHealth Summit or HIMSS16, please contact Beth Bryant (bbryant@pchalliance.org).

This year's mHealth Summit theme, ***Anytime, Anywhere: Engaging Providers and Patients***, reflects a shifting focus from traditional patient care to a more dynamic, interactive and patient-driven experience. Keynote presentations, panel sessions, special events and a vibrant exhibition floor will explore existing and emerging technologies changing care delivery, including mobile devices and apps, telehealth services and personal connected health.

About Games for Health Project

[Games for Health](#) is the leading professional community in the field of health games, bringing together thought leaders, innovators and health technology companies focused on advancing game technologies that improve health and the delivery of healthcare. Games for Health works to foster awareness, education and development of games that make a positive impact on the health of patient populations and the healthcare ecosystem. The Robert Wood Johnson Foundation is the original and an ongoing supporter of the Games for Health Project.

About the mHealth Summit

The mHealth Summit is the premier domestic and international conference and expo for the exchange of research, ideas, innovations and opportunities in mobile and connected health. The largest event of its kind, the 2015 mHealth Summit explores existing and emerging health technologies which enable improved communication and care coordination, clinical outcomes and efficiencies, focusing on technologies changing care delivery, including mobile devices and apps, telehealth services and personal connected health. This year's Summit will again feature a concurrent [Global mHealth Forum](#) focused on mobile and connected health in low and middle income countries (LMICs). The mHealth Summit is presented by [HIMSS](#), in partnership with the [Personal Connected Health Alliance](#) (PCHA). Visit the [mHealth Summit](#) for more information, and follow us at [@mhealthsummit](#).

About the Personal Connected Health Alliance

The [Personal Connected Health Alliance](#) (PCHA), a global, non-profit organization, is a collaboration between [Continua](#), [mHealth Summit](#) and [HIMSS](#), focused on engaging consumers with their health via interoperable personalized health solutions that meet their lifestyle needs. PCHA is an independent HIMSS organization, combining the dynamic membership and expertise of Continua, and the networking and reach of the mHealth Summit and global mHealth events, with the global access and leadership of HIMSS to bring greater focus on personal connected health technology. Representing the consumer voice in personal connected health, PCHA brings together a unique combination of domestic and global resources focused on personalized health solutions that meet the needs of consumers throughout their lives.

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