

Euro Health Care and Fitness Summit

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Gamifying digital strategies for health

Biography

Santiago Hors-Fraile is the CEO of Salumedia, a firm making digital healthcare strategies. He received his MSc in Computer Science at the University of Seville (Spain) and MSc in Software Engineering at Cranfield University (UK). He studied Healthcare Digital Marketing at the ESIC-ICEMD in Madrid (Spain). He is an expert in gamification and part of the engagement alliance. He has international experience in research and development of serious games for healthcare. He has published several scientific publications about exergames and run workshops about gamification applied to the healthcare sector.

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