

CyberPharmacy: A New Platform-Based Service Model of Healthcare Serious Games

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Abstract

According to IDATE, the market of serious games is expanding into 10 Billion Euro in 2015. Especially, healthcare serious games are drawing researcher's interests in how to diffuse them through efficient distribution channels to help many patients to be treated and rehabilitated. However, as a failure case of Google Health is shown, both medical experts' participation and trust building are necessary conditions for sharing medical information and distributing medical serious games successfully. Considering this situation, we present a new platform-based service model called CyberPharmacy in which medical experts on treatment and rehabilitation participate. We discuss several research questions that present significant opportunities for contributing to practical insights into CyberPharmacy governance issues.

Bio



Yong-Young Kim is an Assistance Professor of Department of Business Administration at Konkuk University in Korea. He earned his Doctoral Degree in Management Information Systems from Seoul National University. His research interests include user behavior in post-adoption context, IT platform & standardization, Smart Work, and serious games. His papers have appeared in academic and practitioner journals such as *Information Resources Management Journal (IRMJ)*, *International Journal of Advanced Media and Communication (IJAMC)*, *Asia Pacific Journal of Information Systems (APJIS)*, and *Journal of Korean OR/MS Society* and also have been presented at several leading international conferences (ICIS, HICSS).



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