Thursday May 25

9:00 Introductions

9:15 Session 1

- **9:15 Alf Inge Hellevik** (Hellevik Studio, Norway): *'Visualizing artificial intelligence methods in medical research.'*
- **9:35 Paloma López Grüninger** (FHNW, Switzerland): *'What do I need to do if I get a doctor's bill? Instructions to navigate Swiss healthcare insurance in the context of social welfare.'*
- **9:55 Mathias Schlögl** (online) (Barmelweid Clinic, Switzerland) and **Karel van der Waarde** (HSLU, Switzerland): *'Developing a brochure about delirium: can information reduce anxiety?'*

10:30 Break

11:00 Session 2

- **11:00 Juan Carlos Ramirez González** (Universidad Autónoma Metropolitana unidad Cuajimalpa, Mexico): *'Design of a didactic information visualization system for the communication of medical knowledge.'*
- **11:20 Josefina Bravo** and **Rachel Warner** (University of Reading, UK): *'Design that cares?: An exploration of how health and social care was communicated to the British public during the 70–80s.'*
- **11:40 Helena Jambor** (University hospital, Dresden, Germany): *'Visual treatment plans for cancer patient communication.'*

12:15 Lunch

Interaction with medical services

Pictograms and symbols

Communicating with patients

Facilitating access to medical information

14:00 Session 3

- **14:00 Sofie Beier** (Royal Danish Academy, Denmark): *'Pharmaceutical packaging design from a low-vision user perspective.'*
- **14:20 Sabina Sieghart** (University of Hasselt, Belgium): *'The Impact of Typography in Communication with Easy-to-Read.'*
- **14:40 Sue Perks** (Independent researcher, UK): *'The skull and crossbones symbol – poison or pirates? Context is everything!'*

15:15 Break

15:45 Session 4

- **15:45 Sara C Klohn Reader** (Loughborough University, UK) and **Anelise Zimmermann** (Universidade do estado de Santa Catarina, Brazil): *'Visual representation of people diversity on 'how to wear a face mask' on infographics by official world health organisations.'*
- **16:05 Wibo Bakker** (United International College, China): *'Icon collections for the future.'*
- **16:25 Claudine Jaenichen** (online) (Chapman University, USA): *'Information design + Accessibility.'*
- **17:00 Wrap-up and short break**

17:15 T42

Tea for Two: speed dating with colleagues

18:30 Day ends

Friday May 26

The role of Information Design in Heathcare

Hospital wayfinding

How to … instructions and testing

Visualization and analysis

9:00 Session 5

- **9:00 David Sless** (online) (Communication Research Institute, Australia): *'Validated Diagnostic Testing (DT) setting health information design standards.'*
- **9:20 Josefina Bravo** (University of Reading, UK): *'Testing beyond Covid: Applying lessons in the design of user instructions for point-of-care tests.'*
- **9:40 Yuri Engelhardt** (University of Twente, The Netherlands) and **Clive Richards** (professor emeritus, UK): *'Exploring fundamental visualization techniques in the diversity of COVID-related charts and diagrams.'*

10:15 Break

10:45 Session 6

- **10:45 Summer Main** (Elsevier Inc., USA): *'Effectively Incorporating Information Design to Communicate Legal Rights in a Healthcare Setting.'*
- **11:05 Rita Giordano** (Freelance, UK): *'The invisible persistence of pain: How to design effective information for chronic pain.'*
- **11:25 Pia Pedersen** (Royal Danish Academy, Denmark): *'Legibility of pictograms for healthcare.'*

12:00 Lunch

13:30 Session 7

- **13:30 Regina Hanke** (Macromedia-University of Applied Science | Lindgruen GmbH, Germany): *'Benefits of choice and credibility in the valley of lost information between Health Care Professionals and Patients.'*
- **13:50 Peter Stoyko** (Public Health Agency of Canada and the SystemViz Project, Canada): *'Making Health Systems Transparent with the ESCALADE Information-Design Framework.'*
- **14:10 Diana Frank** (HCP - Human Centered Processess, Germany): *'Guessing around and hope for the best – unspecific illness and its diagnosis or a patient on their causal research journey.'*

14:45 Break

15:15 Session 8

- **15:15 Esther Wilding** (University of Salzburg, Austria): *'Healing Wayshowing Maps in Hospitals: Facilitating Wayfinding through Effective Map Design.'*
- **15:35 Veronika Egger** (is-design, Austria) and **Lisa Ehrenstrasser** (iDr Design, AKH Wien, Austria): *'University Hospital Vienna: Wayfinding in one of Europe's largest hospitals.'*
- **15:55 David Dickinson** (Consumation, UK): *'The information designer in the healthcare field.'*
- **16:30 Wrap-up of conference and short break**

17:00 IIID Award celebration

18:00 Day ends