



**Patient
Information
Forum**

21 years of healthcare information

Improving access to high-quality, accessible healthcare information was the mission of the Patient Information Forum (PIF) when it was founded 21 years ago. That mission remains the same today.

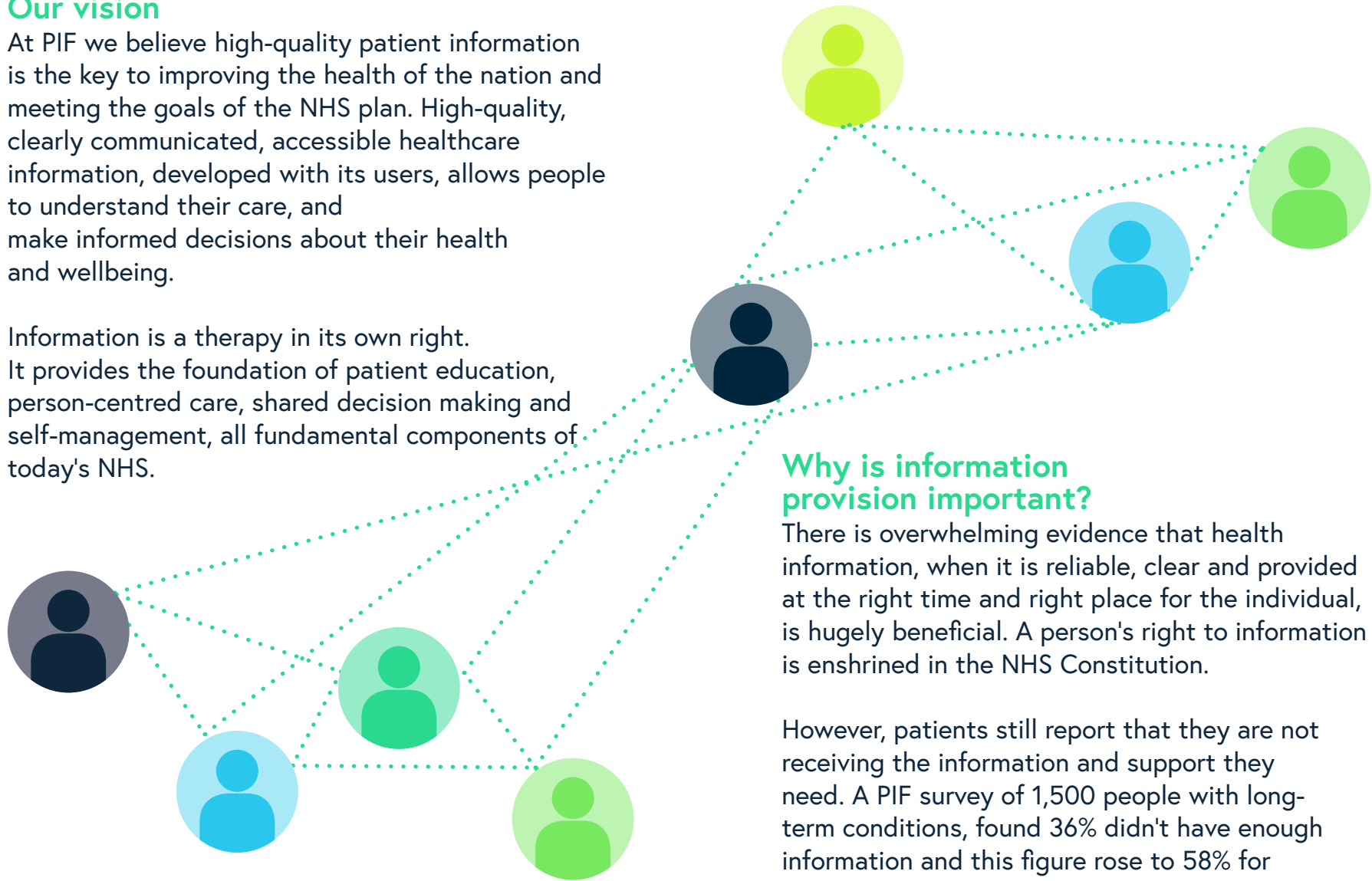
This timeline shows how information has evolved in the last 21 years and why our role in campaigning for and providing guidance on high-quality patient information is as relevant now as it was in 1997.

The independent voice of UK health information
pifonline.org.uk

Our vision

At PIF we believe high-quality patient information is the key to improving the health of the nation and meeting the goals of the NHS plan. High-quality, clearly communicated, accessible healthcare information, developed with its users, allows people to understand their care, and make informed decisions about their health and wellbeing.

Information is a therapy in its own right. It provides the foundation of patient education, person-centred care, shared decision making and self-management, all fundamental components of today's NHS.



Why is information provision important?

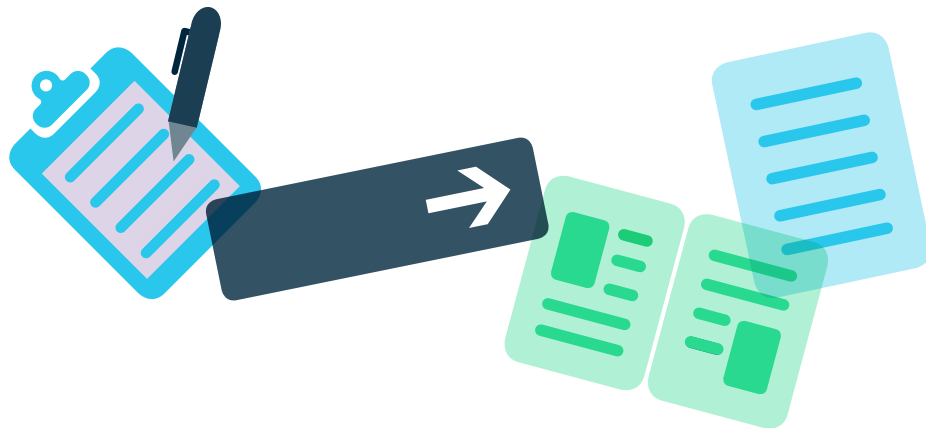
There is overwhelming evidence that health information, when it is reliable, clear and provided at the right time and right place for the individual, is hugely beneficial. A person's right to information is enshrined in the NHS Constitution.

However, patients still report that they are not receiving the information and support they need. A PIF survey of 1,500 people with long-term conditions, found 36% didn't have enough information and this figure rose to 58% for 18-24-year olds. In 2016, only 56% of hospital in-patients felt involved in decisions about their treatment.

Empowering patients

If patients are to take greater responsibility, we need to respect their rights and enable them to participate. Information is an intervention that impacts health and wellbeing and it contributes to all three aspects of quality care - clinical effectiveness, safety and patient experience. It improves outcomes and contributes to cost effectiveness.

Healthcare information isn't just leaflets, booklets and signage. Today's landscape is much broader; it includes appointment and discharge letters, informed consent, digital personal health records, websites and social media. Importantly, there is a growing recognition of the role of health literacy and the need for the NHS system to change the way it interacts with people.



Our members

PIF has evolved over the last 21 years. We started life, under the auspices of the King's Fund, as a small group of patient information professionals who wanted to share their work and learn from each other. Today we have members working in over 300 organisations within the NHS, voluntary, academic, commercial and freelance sectors across the UK. We are proud of our work and are a trusted partner of cross sector organisations.

PIF members provide an invaluable service in enabling patients to feel more informed and in control of their healthcare decisions. Healthcare information production and provision is a skill which should be recognised and valued, and it should be a core component of all healthcare professionals' competence.

The future

Challenges lie ahead: keeping up-to-date with evolving digital technology, changes to the Information Standard will require new ways of working, new complex medicines need simple explanation, health information and engagement needs to reach all groups in society.

Underpinning all this is the need to demonstrate the impact high-quality health information has on outcomes. This is our major focus for the coming year. We look forward to working with you.



Sue Farrington,
Chair, Patient Information Forum

About us

The Patient Information Forum (PIF)

is a not-for-profit, UK membership organisation and network for people working in, and involved with, healthcare information and support.

Our work involves: delivering resources and events for information producers and providers; influencing to raise the profile and quality of health information and bringing together those interested in the field of health information and support.

The PIF membership body come from all sectors across the UK, representing every kind of information and support producer and provider, from the NHS to large international companies, health charities to national health departments, researchers to freelance medical writers.



21 YEAR TIMELINE

EXTERNAL

INTERNAL

1997

Google search engine launched.

The New NHS

Marked 'a turning point for the NHS'. Introduced PCTs and initiated the introduction of new services to provide information.

Patient Information Forum (PIF) established under the auspices of the King's Fund by Mark Duman.

PIF's first logo launched.



Patient Information Forum

1998

NHS Direct and online website

NHS Direct was a nurse-led telephone information service, which provided basic healthcare advice to callers and directed those with more serious complaints to the appropriate part of the wider NHS. The website included health information, online symptom checkers, and access to the online enquiry service. Closed in 2014 and replaced by 111 service.

'Providing health information should be about the patient's agenda. What matters to them?'

1999

Saving lives. Our healthier nation

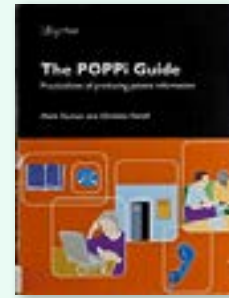
Call for people to 'make their own decisions about their own and their families' health'. Recognised the connection between education status, literacy and health.

2000

The NHS Plan: A plan for investment, a plan for reform
10-year plan for information delivery to be personalised, empowering individuals to take responsibility for their own health 'The NHS will shape its services around the needs and preferences of individual patients, their families and their carers.'

Our National Health; A plan for action, a plan for change (Scotland)
Provides a statement of national priorities for health and for the NHS and highlights 'People want better, clearer information about treatment options at the right time'.

PIF Founder, Mark Duman, authors **Producing Patient Information – How to research, develop and produce effective information resources.**



2001

Online information hub **Wikipedia** emerged.

'Information provision is not a one stop process. It should be provided at regular points along the care pathway, via channels to suit the accessibility needs of the patient.'

2002

Securing Our Future Health: Taking a long-term view – The Wanless Review

Embedded within this 20-year vision is the concept of providing consumers with appropriate information, being a key requirement to empowering them to take more responsibility for their own health.

Expert Patients Programme

Programme to improve self care support and create an expectation that patient expertise is a central component in the delivery of care to people with chronic illness.

'I love the PIF forum and newsletter. It's invaluable.'

PIF MEMBER

2003

Building on the best: Choice, responsiveness and equity in the NHS

Stated that the 'NHS will empower patients individually' and 'Ensure people have the right information, at the right time, with the support they need to use it'.

Copying Letters to Patients: Good Practice Guidelines

Introduced to support doctors copying letters to patients.

Informing health care (Wales)

Set out a vision for transforming healthcare in Wales through the introduction of tools and techniques appropriate to the Information Age.



LinkedIn business and employment-oriented social network launched.

'Ensure people have the right information, at the right time, with the support they need to use it.'

BUILDING ON THE BEST: CHOICE, RESPONSIVENESS AND EQUITY IN THE NHS, DEPARTMENT OF HEALTH

2004



Facebook social networking website started.

Liberating the NHS: Greater choice and control

Sets out plans to give people greater choice and control over their healthcare, supported by a new culture of shared decision making and an information revolution that will give people the information they need to make effective choices.

Choosing health: Making healthier choices easier

Introduced three core principles of a new public health approach: Informed Choice, Personalisation and Working Together.

New GMS (GP) contract

Contract to incentivise GPs to focus on chronic conditions, provide information to patients and measure patient experience.

NHS Reform Act (Scotland)

Duties of patient focus, public involvement and equal opportunities were placed on NHS Boards.

'I continue to enjoy seeing and using the great resource PIF produces. You really are a wonderful organisation.'

PIF MEMBER

2005

- PIF regional workshops held in Oxford and the North East.
- PIF event on **Health Screening Information** held in London.

'This event has been invaluable in forming ideas on how we take the provision of patient information forward.'

PIF MEMBER

Mental Capacity Act

Designed to protect and empower people who may lack the mental capacity to make their own decisions about their care and treatment. *'Information is given to enable a person to understand the information relevant to the decision... use or weigh that information as part of the process of making the decision. A person is not to be regarded as unable to understand the information relevant to a decision if he is able to understand an explanation of it given to him in a way that is appropriate to his circumstances (using simple language, visual aids or any other means).'*



Smart phone revolution began.
YouTube free video-hosting website established.

2006

- PIF workshop on the **Book Prescription Scheme** held in Cardiff.
- **First PIF Annual Conference** took place.



Twitter online news and social networking service began.

Our health, our care, our say: a new direction for community services

Called for radical and sustained shift in the way services are delivered; more personalised to individuals' needs with a focus on facilitating empowerment of people with chronic conditions.

Patient Focus and Public Involvement (Scotland)

Highlights patient information as one of its four key themes.

2007

- New PIF logo launched.



- **PIF Annual Conference** held in London.

NHS Choices website launched

Provides a health information service to help the public make the best choices about their health and lifestyle, as well as making the most of NHS and social care services in England.

Better Health, Better Care: Action Plan (Scotland)

Commitment to putting patients at the centre with a consistent approach to the production of high-quality health information across NHS Scotland and information partnerships with the voluntary sector.

Health and Social Care Act 2008

Sought to enhance professional regulation and create a new integrated regulator, the Care Quality Commission, for health and adult social care, with focus on providing assurance about the safety and quality of care for patients and service users.

High Quality Care for All – Darzi Review

Focused on developing local services tailored to *'the needs of the patient within the context of their support network, including carers, family and employers'*. Recognised 60% of people feel they are not getting the support they need from the NHS to take more responsibility for their own health.

2008

- PIF incorporated and Directors appointed.
- PIF members **online registration system** goes live.
- Network of **Regional and Country Co-ordinators** created.
- **First skills audit** of the PIF membership took place.
- **'Information as a Therapy'** first discussed at PIF's Networking Event.
- PIF event on **Meeting Diversity in Patient Information** held in London.
- PIF Annual Conference on **Producing Effective Information for Patients** held in Manchester.

The NHS Constitution for England

Identified health information as a key standard with which NHS Trusts must comply. It established patient information as a right and is supported by legislation (Section 2a). *'The NHS commits to offer you easily accessible, reliable and relevant information to enable you to participate fully in your own healthcare decisions and to support you in making choices'*

The Information Standard (TIS)

A certification scheme and quality mark for health and social care information producers established.



2009

- PIF authored **'The state of consumer health information: an overview'**.
- **PIF job advert service** introduced.
- New **PIF Aware** newsletter design introduced.
- First meetings of the **PIF Advisory and Strategy groups**.
- **PIF Query service** introduced for PIF members to ask for advice and help on specific challenges amongst their peers.
- PIF workshops on **Appraising Health Information and Health Information for Children** held in London.
- PIF Annual Conference on **Producing Effective Information for Patients** held in Manchester.



Liberating the NHS: Equity and Excellence

'Evidence shows that involving patients in their care and treatment improves their health outcomes, boosts their satisfaction with services received, and increases not just their knowledge and understanding of their health status but also their adherence to a chosen treatment' and 'Information, combined with the right support, is the key to better care, better outcomes and reduced costs.'

Care Quality Commission

Essential standards of quality and safety published.

Care Quality Commission regulations state that *'service users, or others acting on their behalf, should be provided with appropriate information and support to understand the care or treatment choices available to them'*.

Healthy Lives, Healthy People:

Our strategy for public health in England

Promises to empower individuals to make healthy choices and have access to personalised services.

Quality 2020 (Northern Ireland)

10-year strategy designed to protect and improve quality in health and social care in Northern Ireland.

Healthcare Quality Strategy for NHS Scotland

Key themes include clear communication and explanation about conditions and treatment.

NHS Inform (Scotland)

Scotland's National Health Information Service established.



- PIF takes part in review process of **BMA Patient Information Awards**.
- New **PIF membership** categories and benefits announced.
- PIF/Health Foundation jointly **hosted dinner** on shared decision making took place.
- **PIF Guide to Appraising Health Information** published. This guide is about assessing the quality of information, and the processes used to develop it. This resource has been archived.
- PIF introduces **new Partner membership** category. Macmillan Cancer Support become the first PIF Partners.
- PIF **Member of the Month** slot introduced.
- First **PIF membership survey** undertaken.
- PIF **standards for high-quality information** published.
- Review of PIF's **governance arrangements** undertaken.
- PIF conducts **first survey into patient information provision** in the NHS and finds that *'53% of NHS Trusts believe patient information services within their Trust are under threat or will be cut; 40% do not have a defined budget for patient information provision'*.
- PIF fully engaged in responding to the DH consultations on the **Information Revolution and Greater Choice and Control**, based on members' views and a roundtable discussion with Partners.
- PIF joins **Dept of Health Information Standard Engagement & Development Board and PROMS Stakeholder Reference Group, NHS Inform (Scotland) Advisory Group and NHS Alliance PPI Steering Group**.
- Roundtable dinner held on **Shared Decision Making** with Health Minister, in partnership with The Health Foundation.

PIF held events on the following topics:

- PIF Annual Conference on Patient Information: Moving Beyond Leaflets
- Information Standard and Social Care
- Healthy Journalism
- Learning Disabilities
- Developing an Information Strategy
- Health Literacy and Health Information
- Personal Health Records

Liberating the NHS: An Information Revolution

Provides a summary of responses to the Government's consultation and states '*People should have the information they need to stay healthy, to take decisions about and exercise more control of their care, and to make the right choices for themselves and their families.*'

Making Shared Decision Making a Reality –

No decision about me, without me

Describes shared decision making as '*a process in which clinicians and patients work together to select tests, treatments, management or support packages, based on clinical evidence and the patient's informed preferences.*'

Patient Rights Act (Scotland)

States that healthcare received should '*enable the patient to participate, taking all reasonable steps to ensure that the patient is supplied with information and support in a form that is appropriate to the patient's needs.*'

Transforming Your Care: A Review of Health and Social Care (Northern Ireland)

Overarching road map for change in the provision of health and social care services in Northern Ireland, which led to Health and Social Care On Line.

The Health Foundation MAGIC

(Making Good Decisions in Collaboration) programme

Explored how to embed best practice in shared decision making.

2011

PIF joins **Twitter**.



Ask About Medicines website information is absorbed into PIF website.

New **PIF logo** launched.



Patient Information Forum
Raising the standard of consumer health information
www.pifonline.org.uk

PIF Regional and Country Co-ordinators continued to operate in 9 out of 11 areas.

Contributed to the Future Forum report on information, including the ideal **patient information journey**.

Proud to be a PIF member badge launched.



Executive Circle meeting held with Sir John Oldham – National Clinical Lead, Department of Health.

PIF held events on the following topics:

- PIF Annual Conference – Meeting the Challenges in Health Information
- PIF Scotland Conference – The Rise of Consumer Health Information
- Health Information in the Digital World
- West Midlands Partnership Event
- Making the Case for Consumer Health Information
- Issues and solutions in producing and providing health information

Health and Social Care Act

Provided the most extensive reorganisation of the structure of the National Health Service in England to date.

The Power of Information: Giving people control of the health and care information they need

Set out a 10-year framework for transforming information for the NHS, public health and social care. It describes information as *'an essential service in its own right, allowing us to understand our own health, choose healthier lifestyles, and the treatment and support that is right for us'*.

Liberating the NHS:**No decision about me, without me**

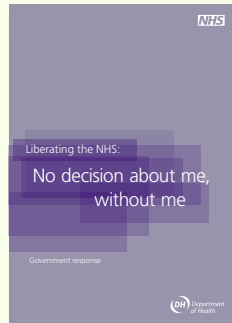
Outlined more detailed proposals to increase opportunities for patients and their representatives to have more involvement in decisions about their care all along the patient pathway.

A framework for NHS patient experience

Information is one of the eight areas that the National Quality Board's NHS Patient Framework set out for measuring patient experience in England.

Together for Health (Wales)

Set out a 5-year vision for the NHS in Wales.



PIF strategy and core objectives reviewed.

New **PIF website** launched with event booking and purchase facility.

Updated **membership fees and structure** implemented.

PIF / Department of Health Roundtable meeting – **Delivering the Information Strategy** held in London.

PIF held events on the following topics:

- PIF Annual Conference - Choice: Valueless without Meaningful Information
- Information Strategy and Consumer Health Information: Implications for the NHS
- Health Information Needs of Diverse Groups
- Evaluating the Impact of Information
- Design in Consumer Health Information
- Differentiating through Exceptional Patient Experience
- Personal Health Records
- Narrowing the Inequalities Gap
- Making Shared Decision Making a Reality

'Information as a therapy.'



First **Fitbit tracker** worn on the wrist.

House of Care model

Delivering high-quality health information is a vital component within the House of Care Model (the left-hand wall of the 'house').

Narrative for developing person-centred, co-ordinated care

Department of Health and its arm's-length bodies produced this public commitment to delivering person-centred, co-ordinated care. It can be used by providers, planners and national bodies as the definition of what 'good' integration and co-ordination looks like.

"Hello my name is..." campaign created

Dr Kate Granger MBE started the campaign in August 2013 after she became frustrated with the number of staff who failed to introduce themselves to her when she was an inpatient with post-operative sepsis.

Information Prescriptions introduced

Information Prescriptions were issued by healthcare providers to guide people to relevant and reliable sources of information on conditions, services and care.

NHS 111 service created

The NHS 111 service is staffed 24 hours a day, 7 days a week by a team of fully trained advisers.

Good Medical Practice – Domain 4, Maintaining Trust – Communicating information – Point 68

Describes what is expected of all doctors registered with the General Medical Council (GMC). *'You must be honest and trustworthy in all your communication with patients and colleagues. This means you must make clear the limits of your knowledge and make reasonable checks to make sure any information you give is accurate.'*

The Social Care (Self-directed Support) Act (Scotland)

Aims to create a fairer, person-centred social care and support system, with an increased focus on user participation.

2013

PIF elects Board of **Non-Executive Directors**.

First PIF **full-time employee** appointed.

Article authored by PIF **In the know: Raising the profile of patient information.**

PIF authors article **Unlocking the power of information.**

PIF report on survey of **Health Literacy and Health Information Producers** published.

PIF publishes **Guide to Health Records Access.**

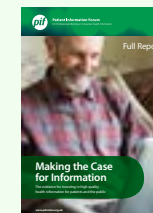
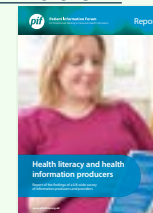
PIF publishes **Making the Case for Information** – Brings together the evidence for investing in high-quality information for patients and the public.

New PIF **logo** launched.



Patient Information Forum

For Professionals Working in Consumer Health Information



Ongoing development of the relationship between PIF and NHS England to **raise the importance of information as part of commissioning high-quality, patient-centred services.**

Task and Finish group took place and generated a series of recommendations for the **development of new Board and staffing.**

PIF held events on the following topics:

- PIF Annual Conference – Information and support: a service in its own right
- East of England Regional Meeting
- North West Regional Meeting
- Scotland Regional Meeting
- Yorkshire and the Humber Regional Meeting
- Voluntary Sector event
- Long Term Conditions Management
- How patient experience and insight can drive patient action
- The Power of Information Strategy – One Year on
- Personalising information and support for patient and the public

NHS Five Year Forward View

Restates a commitment to giving patients choice over where and how they receive care.

**The Care Act**

States that the general duty of a local authority is to promote an individual's well-being '*the importance of the individual participating as fully as possible in decisions... and being provided with the information and support necessary to enable the individual to participate!*

Personal Health Budgets

People eligible for NHS healthcare are given the legal right to have a personal health budget. A personal health budget is an amount of money to support a person's health and wellbeing needs, which is planned and agreed between a person and their local NHS team.

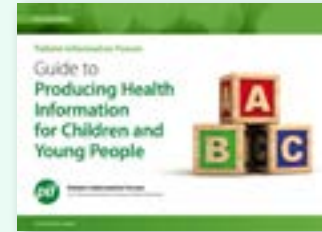
Social Services and Well-being Act (Wales)

Changed the way people's needs were assessed and the way services are delivered to enable people to have more of a say in the care and support they receive.

Realistic Medicine – Chief Medical Officer's Annual Report (Scotland)

Shift from written patient information to use of digital technologies for empowerment of patients.

PIF publishes **Guide to Producing Health Information for Children and Young People**.



PIF evidence review published – **What does good health information look like?**

This research report summarises the best evidence available on what approaches are most effective in ensuring the accuracy, readability, relevance and impact of health information.

PIF **Sounding Board** established.

Network of **Regional and Country Co-ordinators** absorbed into the PIF Advisory Group.

PIF held events on the following topics:

- PIF Annual Conference – Information and support: Putting patients truly at the centre of healthcare
- East of England Regional Event
- Patients as Creators of Health Information
- Developing Accessible Information for Harder to Reach Groups
- Creating Health Information that Works
- Health Literacy
- Shared Decision Making
- Individual participation across the globe

Richmond Group of Charities 'Vital Signs' report

Found that 28% of cancer patients were either not given any information or were given written information that wasn't easy to understand. Only 48% of people with schizophrenia had been given information about their medication and only 39% felt it was provided in a way they could understand.

Local action on health inequalities: Improving health literacy to reduce health inequalities

Highlighted that '42% of working-age adults (aged 16-65 years) in England are unable to understand or make use of everyday health information, rising to 61% when numeracy skills are also required for comprehension.'

Montgomery v Lanarkshire Health Board judgment

The Montgomery case in 2015 was a landmark for informed consent in the UK. This legal judgement defined how risks and benefits should be discussed with patients by healthcare professionals (paragraph 74 onwards).

Informed health and care –**A digital health and social care strategy (Wales)**

A report published to ensure people make the most of the benefits that digital services can offer to health and social care patients in Wales to ensure 'We are able to access our own information relating to our health and care needs. This will enable us to be in control of our own health and well-being and to play an active role in decisions about the services, care and support we need'.

Future in mind: Promoting, protecting and improving our children and young people's mental health and wellbeing

Builds on The United Nations Convention on the Rights of the Child (1992), Article 13, which states specifically that children and young people 'have a right to freedom of expression, which involves being able to find out information for themselves so that they can share it in a way that they want'.

Digital First Strategy (Northern Ireland)

Digital First means new or redesigned services must be designed with online services as the primary way for citizens to interact with government.

PIF Toolkit launched.**PIF publishes Is knowledge Power? report**

This report found that 58% of people find it difficult to access trustworthy information and only 36% feel they have enough information to feel confident in discussing decisions about treatment with their doctor.

**PIF held events on the following topics:**

- PIF 10th Annual Conference – Putting theory into practice: How to empower patients through high-quality health information and support
- Evaluating and Measuring the Impact of Information
- Developing your Business Case for Information
- Meeting the needs of people who produce and provide health information
- Digital Health
- Self-management and Behaviour Change
- Series of events in partnership with NHS England's The Information Standard

Accessible Information Standard (AIS) introduced

Introduced to ensure that people with a disability or sensory loss are given information in a way they can understand. It is now the law for NHS and adult social care services to comply with the AIS.

Patient Activation Measure (PAM)

PAM is a tool that enables healthcare professionals to understand a patient's activation level – their level of knowledge, skills and confidence to manage their long-term condition.

Health and Social Care Delivery Plan (Scotland)

Set out the framework and actions needed to ensure that health and social care services are fit to meet requirements.

Systems, not Structures – Changing Health and Social Care (Northern Ireland)

Report of an Expert Panel tasked with producing proposals to deliver safe, high quality and sustainable services for the population of Northern Ireland.

'42% of working-age adults in England are unable to understand or make use of everyday health information, rising to 61% when numeracy skills are also required for comprehension.'

IMPROVING HEALTH LITERACY TO REDUCE HEALTH INEQUALITIES
- PUBLIC HEALTH ENGLAND AND UCL INSTITUTE OF HEALTH EQUITY

PIF launches new **Strategy 2016 - 2021** focusing on four key aims of:

Quality**Integration****Expertise****Impact**

New **PIF logo** launched.

**Patient Information Forum**

For everyone involved in health information and support

www.pifonline.org.uk

Accessible Information online group launched.

PIF held events on the following topics:

- PIF Annual Conference on The Power of Partnership – Working in collaboration to deliver high-quality healthcare information and support
- Communicating Risk in Health Information
- Writing and Designing Health Information
- Integrating Health Information into the Delivery of Care
- Recognising and valuing the expertise of professionals working in health information
- Perfect patient information journeys
- Quality standards in healthcare information and support

NHS Apps library launched

Launched as a beta site to provide a library of digital health tools which are accessible to patients, trusted and easy to use and to help them make better choices about digital health and care.

'89% of respondents in our 2017 PIF membership survey said they strongly agreed or agreed that they would recommend PIF membership to a friend.'

**PIF publishes guide to Personal Health Records: Learning from voices of experience**

This guide shares the experiences of people who have first-hand experience of developing or using Personal Health Records.

New **Patient Friend** membership category established.

PIF Manifesto published to tie in with general election.

PIF and our Partners, MHP Health, publish blog which explores the ongoing quest for a **truly digital NHS**.

Discussions held with the All-Party Parliamentary Health Group and joint event held on topic of **How high-quality information can help patients to better manage their condition: making it part of the patient journey**.

PIF held events on the following topics:

- Health Information for Children and Young People
- Improving the Accessibility of Health Information
- Health Information in Scotland
- Personalising Information and Behaviour Change
- Involving Users in Developing Health Information
- Delivering a Patient Information Service – Joint PIF / CILIP Health Libraries Group
- Digital Health Information
- Evaluating and Measuring the Impact of Information
- What evidence is required to enable sustainable investment in health information and support?

Developing the long term plan for the NHS

The NHS is working on a plan setting out its ambitions for improvement over the next decade.

A revolution from within: Transforming health and care (Wales)

Highlighted '*Strengthen individual and community involvement, through voice and control in health and care, and ensure all ages and communities have equal involvement. The public rightly want a modern service in which they have much better information about health and care, shared decision making in treatment, choice of care and setting, and peer support.*

A Healthier Wales: our Plan for Health and Social Care (Wales)

Response to the recommendations laid out in the Final Report of the Parliamentary Review. "*We want to shift services out of hospital to communities... This will include helping people manage their own health, and long term illnesses.*"

Digital Health and Care Strategy (Scotland)

Focuses on how digital can support the provision of information, tools and services a person needs in order to help maintain and improve health and wellbeing.

Review of The Information Standard

In future, NHS England will focus on embedding the Information Standard as a quality standard, as opposed to certification.

‘Information, combined with the right support, is the key to better care, better outcomes and reduced costs.’

LIBERATING THE NHS; EQUITY & EXCELLENCE, DEPARTMENT OF HEALTH

PIF Perfect Patient Information Journey report and service launched.

This report was the outcome of a two-year project which explored how healthcare services can develop a Perfect Patient Information Journey.



Podcast recorded with Sue Farrington

– Chair, PIF on **importance of health information.**

PIF and Community Health & Learning Foundation work together to develop a **Health Literate Decision Support Framework** for NHS England.

Refreshed design of **PIF Aware** was launched for its **500th edition.**

PIF held events on the following topics:

- Health Literacy and Accessible Digital Health Information
- Health Information Challenges and Solutions
- Communicating Benefits and Risks in Health Information
- Health Information in Northern Ireland
- Digital Health Information
- Perfect Patient Information Journeys
- Shared-Decision Making with the High-Risk Surgical Patient event for Anaesthetists in partnership with Medway Healthcare NHS Trust, held in London
- Communicating Complex Information on Personalised Therapies
- **Measuring and Evaluating the Impact of Health Information**

PIF begins celebrations for its **21st anniversary.**

NHS App enters the app store

After testing with more than 3,000 patients across 30 GP practices in England, the NHS App started its public roll out. People can book appointments, manage repeat prescription, check their medical records and check symptoms via the app's health information.

NHS Long Term Plan Published

The NHS Plan, published in January, places a focus on national prevention and better care for six priority areas: cancer, diabetes, cardiovascular disease, stroke, respiratory disease, adult mental health; as well as placing a focus on the needs of children and young people and the old.

NHS X launched

NHS X, a new joint organisation for digital, data and technology is launched. The unit will take forward digital transformation in the NHS, allowing patients and staff to benefit from the latest digital systems and technology. Digital transformation is a cornerstone of the NHS Plan.

The Information Standard assessment and certification scheme closes

The Information Standard kite mark for high-quality health information is discontinued. The former Principles evolve into quality statements, which can be applied voluntarily without an assessment process.

PIF has a rebrand, including a new logo and new website.

PIF produces the **2019 Health and Digital Literacy Survey**.

PIF announces a **Quality Mark pilot** – a new quality mark to help people identify trustworthy health information.

PIF members represent more than 300 organisations.



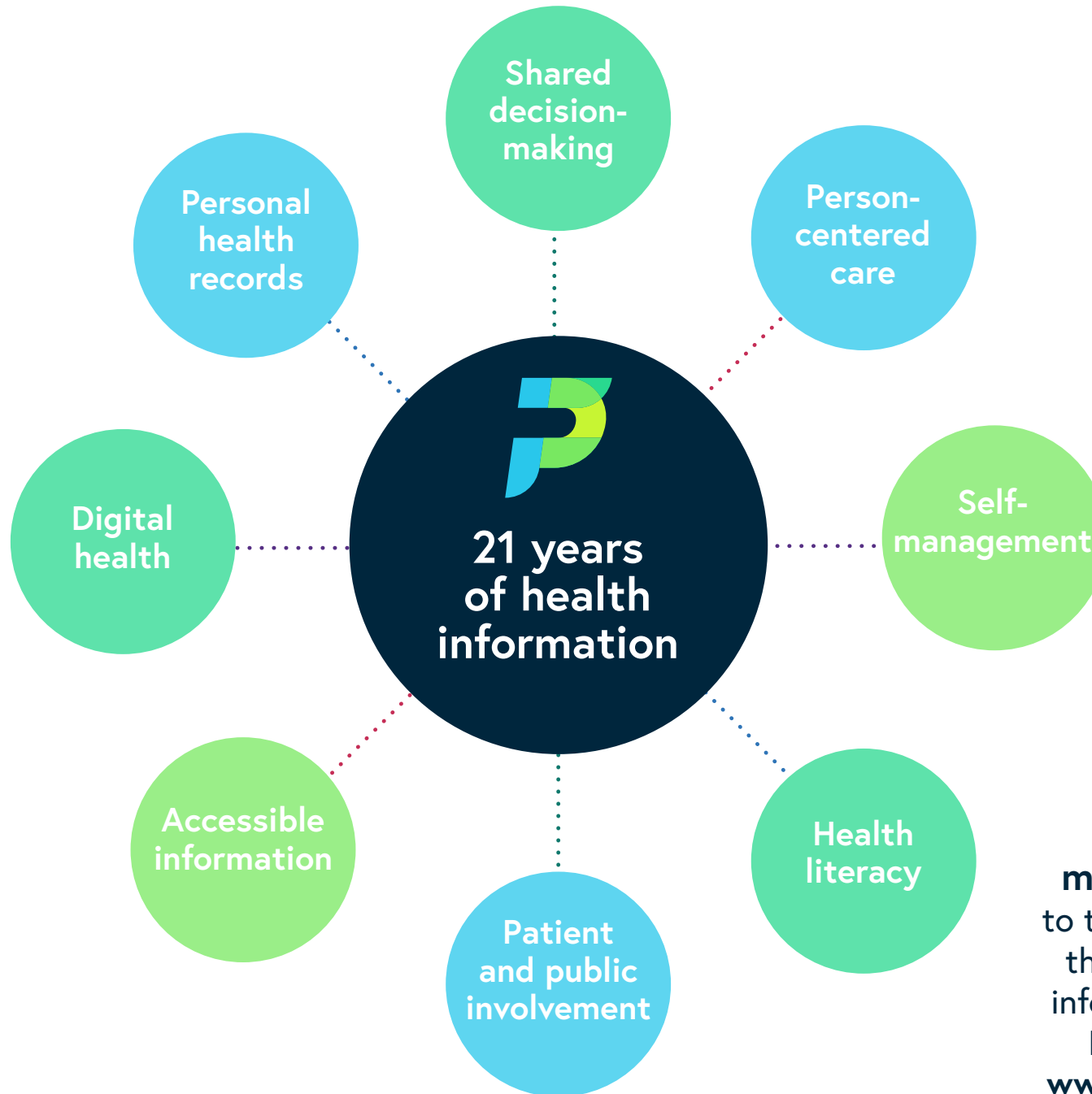
**Patient
Information
Forum**

PIF held events on the following topics:

- Health Information for Children and Young People
- Writing Health Information
- Health Information Challenges and Solutions
- Health Literacy Training
- **Behaviour Change and Health Information**
- **Involving Users in Developing Health Information**
- **Reaching and Engaging with Hard to Reach Groups**

'Improving access to high-quality healthcare information was the purpose of PIF when it was founded in 1997. That purpose remains the same today.'

High-quality healthcare information is the foundation for:



Join the PIF membership now to take part in shaping the future of health information provision. Find out more at www.pifonline.org.uk