



Patient
Information
Forum



PIF TICK directory

Your guide to producers of
trusted health information

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Your guide to trusted health information

Trusted health information helps people play a more active role in their health.

"Health information should be easy to understand, be available and reliable for everyone."

The PIF TICK is the only independently assessed quality mark for print and online health information.

It is operated by the Patient Information Forum (PIF), a charity set up more than 25 years ago to develop best practice in health information.

Certified PIF TICK members have an annual assessment proving they meet 10 criteria. This ensures information is evidence-based, easy-to-understand and meets people's needs.



Dr Knut Schroeder
GP and founder of PIF TICK certified
Expert Self Care



Dr Nighat Arif
GP, PIF TICK certified Broadcaster
and Information Creator

"The PIF TICK makes it easy to spot certified producers of reliable health information."

This directory is a quick and easy way to find certified PIF TICK creators. It is updated every six months.

Look for the PIF TICK

Everyone can use the PIF TICK. Look for the "big green" PIF TICK to find trustworthy health information and avoid misinformation.

To find out more visit: piftick.org.uk

PIF TICK certified organisations

More than 160 organisations have joined the PIF TICK to help the public find trusted health information. More than 130 have completed the robust assessment and can display the PIF TICK logo on their information. They are part of the solution to health misinformation.



PIF TICK certified organisations (continued)



National and international recognition for PIF TICK

NHS England, the Academy of Medical Royal Colleges (AoMRC) and YouTube Health use the PIF TICK criteria as the basis for their own self assessed content standards.

Trip Database, Healthinote and Health and Care Innovations (HCI) video library use the PIF TICK as a marker of information quality.

"Any organisation meeting the thorough requirements of the PIF TICK could easily and perhaps automatically meet these requirements."

Academy of Medical Royal Colleges

9 in 11 winners of the British Medical Association's Health Information Awards 2024 were PIF TICK certified.

The overall winner was PIF TICK founding member Marie Curie.

The World Health Organization misinformation toolkit features PIF TICK as a case study:

who.int/europe/publications/i/item/WHO-



PIF TICK certified individuals

Individual PIF TICK creators produce accessible and evidence-based information. They are part of the solution to health misinformation.

Individual members



Dr Nighat Arif
General Practitioner,
Medical Broadcaster,
Video Content Creator

[Linktree](#)

A GP specialising in women's health, working with the BBC and ITV. A content creator with YouTube Health and the WHO Fides network. Author of *The Knowledge*, a best-selling book on women's health.



Virginia Chachati
Pharmacist, Medical
Writer, Social Media and
Video Content Creator

[Linktree](#)

Health information videos. NHS.UK evidence checker. Video coach and digital course creator. Member of CHAIN and WHO Fides network. Founder of Write Clinic.



Dr Azmain Chowdhury
Doctor, Social Media and
Video Content Creator

[Linktree](#)

Video content creator on YouTube and other channels. Passionate about making health education fun! Member of CHAIN and WHO Fides network.



Dr Sylvia Kama-Kieghe
General Practitioner,
Video Content Creator

[Website](#)

At Askawayhealth.org, our priority is to provide the most effective and relatable information to help you reach your health goals.



Gaynor Leech
Patient Advocate

[Website](#)

Promoting emotional wellness, lymphatic health and self-care for those living with lymphoedema.



Dr Sophie Newton
GP, Social Media and
Video Content Creator

[Linktree](#)

Evidence-based guidance on conditions through YouTube videos to support patient self-care and clinician efficiency.



Dr Liz O'Riordan
Doctor, Social Media and
Video Content Creator



[Linktree](#)

A breast surgeon with breast cancer. My aim is to help you understand everything you need to know about breast cancer.


PIF TICK certified organisation by health topic

This directory is updated every six months. Certified creators are also added to the PIF TICK website monthly: piftick.org.uk/members/tick-members.




Allergies

- | | |
|--|--|
|  Allergy UK
allergyuk.org | Allergy UK is the leading national charity providing support for people living with all kinds of allergic disease. |
|  Anaphylaxis UK
anaphylaxis.org.uk | Support and information for people with serious allergies, their families, healthcare, businesses and schools. |

Bereavement support

- | | |
|---|--|
|  Marie Curie
mariecurie.org.uk | Marie Curie is the UK's leading end-of-life charity. |
|---|--|

Blood

- | | |
|--|--|
|  ANTHONY NOLAN
anthonymolan.org | A charity providing information and support to patients and their families going through a stem cell transplant or CAR T-cell therapy. |
|  Blood cancer UK
bloodcancer.org.uk | Blood Cancer UK provides information and support to people with leukaemia, lymphoma, myeloma, MDS and MPNs. |
|  Terrence Higgins Trust
ttht.org.uk | The UK's leading HIV and sexual health charity, supporting people living with HIV and improving sexual health. |
|  WMUK
wmuk.org.uk | The only charity in the UK focused solely on Waldenstrom's macroglobulinaemia (WM), a rare type of blood cancer. |

Brain and nervous system



Alzheimer's Research UK
alzheimersresearchuk.org

Information about dementia, including translated materials and updates about dementia research.



Alzheimer's Society
alzheimers.org.uk

A vital source of support and a powerful force for change for everyone affected by dementia.



Brainstrust
brainstrust.org.uk

Personalised support and resources to help people with a brain tumour and their loved ones live the life they want after diagnosis.



Encephalitis International
encephalitis.info

A global resource for people affected directly or indirectly by encephalitis, an inflammation of the brain.



Epilepsy Action
epilepsy.org.uk

Improving the lives of everyone affected by epilepsy through raising awareness and providing information and support.



Mikaere Foundation
mikaerefoundation.org

Supporting children living with Nonketotic Hyperglycinemia (NKH), a rare and terminal neurometabolic disorder.



The Migraine Trust
migrainetrust.org

Information about migraine and its management is available via its website, support service and events.



Motor Neurone Disease Association (MND)
mndassociation.org

Providing help to people with motor neurone disease (MND), their families and carers.



Multiple System Atrophy (MSA) Trust
msatrust.org.uk

Support for people affected by MSA, including email and telephone support and regional support groups.



MS Society
mssociety.org.uk

Information and support for anyone affected by multiple sclerosis (MS), including information for carers.

Brain and nervous system (continued)



Neurotastic
neurotastic.org.uk

A charity for children with complex neurodevelopmental conditions and their families.



Parkinson's UK
parkinsons.org.uk

Parkinson's UK supports people living with Parkinson's, their family, friends and carers, and funds vital research.



Pituitary Foundation
pituitary.org.uk

UK patient support organisation offering expert medical support and information on a range of diseases.



PoTS UK
potsuk.org

Help and support for those affected by postural tachycardia syndrome, including information for healthcare professionals.



Spinal Muscular Atrophy (SMA) UK
smauk.org.uk

Information about Spinal Muscular Atrophy (SMA) care, management, treatments and daily living, alongside support.



Young Epilepsy
youngepilepsy.org.uk

Transforming the lives of children and young people with epilepsy.

Cancers



ALK Positive UK
alkpositive.org.uk

A patient focus charity that supports, empowers and advocates for patients with ALK-positive lung cancer.



Bone Cancer Research Trust
bcrt.org.uk

A leading charity dedicated to saving lives and improving outcomes for primary bone cancer patients.



Bowel Cancer UK
bowelcanceruk.org.uk

Information about bowel cancer including symptoms, diagnosis, treatment and living with and beyond the disease.

Cancers (continued)



Brainstrust
brainstrust.org.uk

Personalised support and resources to help people with a brain tumour and their loved ones live the life they want after diagnosis.



Breast Cancer Now
breastcancer.org

Information for anyone affected by breast cancer, including Moving Forward courses, support groups and a helpline.



Breast Cancer UK
breastcanceruk.org.uk

Practical advice to help everybody reduce their risk of breast cancer.



Cancer Research UK
cancerresearchuk.org

Practical information on everything from symptoms and screening, to coping after treatment, plus the latest treatment news.



Children's Cancer and Leukaemia Group (CCLG)
cclg.org.uk

Experts in childhood cancer, including information for patients, families and healthcare professionals.



CoppaFeel!
coppafeel.org

The only breast cancer charity educating young people on the importance of checking your chest.



Grace Kelly Childhood Cancer Trust
gkcct.org

Educational resources for parents and clinicians. Research and support for families affected by childhood cancer.



Leukaemia Care
leukaemiacare.org.uk

Leukaemia Care exists to improve the lives of everyone affected by leukaemia, MDS and MPNs.



Lymphoedema Support Network (LSN)
lymphoedema.org

Education and support for people living with or affected by lymphoedema, and information for healthcare professionals.



Lymphoma Action
lymphoma-action.org.uk

Information on diagnosis, treatment and living with lymphoma, plus helpline services and online support groups.



Macmillan
macmillan.org.uk

Information about all types of cancer, diagnosis, treatments and drugs, and advice on how to cope with the impact.

Cancers (continued)



Melanoma Focus
melanomafocus.org

Providing resources, conferences and support to patients and professionals, as well as raising awareness of melanoma.



Mesothelioma UK
mesothelioma.uk.com

Support for all UK mesothelioma patients and their families, including help with benefits and compensation.



Myeloma UK
myeloma.org.uk

Information on options, treatment, care and living well with myeloma, plus specialist support.



OcuMel
ocumeluk.org

Providing support and information to anyone affected by ocular melanoma while raising awareness of this rare cancer.



Ovacome
ovacome.org.uk

Ovacome offers patient information booklets on ovarian cancer symptoms, diagnosis and treatment.



NHS Digital (National Disease Registry)
digital.nhs.uk/services/national-disease-registration-service

Data on cancer, rare diseases and congenital anomalies for use by the NHS, researchers and others including charities.



Pancreatic Cancer Action
pancreaticcanceraction.org

For people affected by pancreatic cancer including translated information, symptom awareness and the patient pathway.



Penny Brohn UK
pennybrohn.org.uk

Helping people feel better in mind, body and spirit by offering everybody with cancer personalised cancer care.



Prostate Cancer Research
pcr.org.uk

Prostate Cancer Research funds research into Prostate Cancer and supports patients with the infopool: theinfopool.co.uk.



Prostate Cancer UK
prostatecanceruk.org

Information and support on the risks, signs and treatment options for those diagnosed with prostate cancer.

Cancers (continued)



Radiotherapy UK
radiotherapy.org.uk

Saving lives by ensuring everyone in the UK has access to high quality radiotherapy treatment and support.



Sarcoma UK
sarcoma.org.uk

Information for people affected by bone and soft tissue cancer, including how to get emotional and practical support.



Solving Kids' Cancer
solvingkidscancer.org.uk

Solving Kids Cancer is fighting for a future where no child dies of neuroblastoma or suffers due to the treatment they receive.



Target Ovarian Cancer
targetovariancancer.org.uk

Information and support on ovarian cancer, healthcare professional resources and life-saving research.



Teenage Cancer Trust
teenagecancertrust.org

Support from specialist nurses, youth support coordinators and tailored information for young people with cancer.

Children and young people



The Congenital Diaphragmatic Hernia Support Charity (CDH UK)
cdhuk.org.uk

CDH UK provides support and help to families affected by the medical condition Congenital Diaphragmatic Hernia (CDH).



Children's Cancer and Leukaemia Group (CCLG)
cclg.org.uk

Experts in childhood cancer, including information for patients, families and healthcare professionals.



Children's Liver Disease Foundation
childliverdisease.org

Fighting childhood liver disease by providing information, emotional support and research.



EasyPeasy app
easypeasyapp.com

EasyPeasy is an app-based parenting programme for parents and carers of children from birth to five.

Children and young people (continued)



**Grace Kelly Childhood
Cancer Trust**
gkcct.org

Information resources for families affected by childhood cancer and educational resources for professionals.



Little Hearts Matter
lhm.org.uk

Specialises in support and information for anyone affected by the diagnosis of a congenital single ventricle heart condition.



Mikaere Foundation
mikaerefoundation.org

Supporting children living with Nonketotic Hyperglycinemia (NKH), a rare and terminal neurometabolic disorder.



**Royal College of
Anaesthetists**
rcoa.ac.uk

Information for adults and children on anaesthesia, preparing for surgery and risks associated with anaesthetics.



Solving Kids Cancer
solvingkidscancer.org.uk

Solving Kids Cancer is fighting for a future where no child dies of neuroblastoma or suffers due to the treatment they receive.



Teenage Cancer Trust
teenagecancertrust.org

Support from specialist nurses, youth support coordinators and tailored information for young people with cancer.



Young Epilepsy
youngepilepsy.org.uk

Transforming the lives of children and young people with epilepsy.



YoungMinds
youngminds.org.uk

YoungMinds is the UK's leading charity fighting for children and young people's mental health.

Diabetes



**Diabetes Research and
Wellness Foundation**
drwf.org.uk

Funding research in the UK and around the world to better understand diabetes and ultimately to find a cure.

Eyes



College of Optometrists
college-optometrists.org

The latest news, research, advice and guidance on all the key optical topics.



Glaucoma UK
glaucoma.uk

Supporting people to live well with glaucoma and funding sight saving research.



Macular Society
macularsociety.org

Information on macular disease, including diagnosis and treatments options and resources for healthcare professionals.



OcuMel UK
ocumeluk.org

Support and information for people affected by ocular melanoma while raising awareness of this rare eye cancer.



RNIB
rnib.org.uk

Support for anyone affected by sight loss, including information on a range of different eye conditions.

General health



British Dietetic Association
bda.uk.com

The British Dietetic Association (BDA) is the professional association and trade union for UK dietitians.



British Nutrition Foundation
nutrition.org.uk

Impartial, evidence-based nutrition and health information to support people to adopt healthier diets and lifestyles.



Bupa
bupa.co.uk

Free information about a range of conditions, treatments and procedures, including a health information A to Z.



Cognitant
healthinote.com

Improving patient outcomes through personalised health information and experiences through the Healthinote platform.

General health (continued)



Concentric Health
concentric.health

Leading digital consent to treatment application, enabling clinicians to easily share personalised info with patients.



Heathily
liveheathily.com

Answers to common health questions, symptom checkers, a health library and tips for self care.



Karger Fast Facts
karger.com/pages/fast-facts

Concise information for patients about how their condition will affect them and where to look for further support.



The Patients Association
patients-association.org.uk

Information on the healthcare system: accessing medical records, making a complaint and shared decision making.



Stickman Communications
stickmancommunications.co.uk

Products which enable individuals with disabilities or medical conditions to create the accessibility they need.



Talkhealth Partnership
talkhealthpartnership.com

An online health community supporting those with chronic conditions, offering education including support programmes.



Well Pharmacy
well.co.uk

Information approved by Well pharmacists on a range of topics, including weight management and stopping smoking.

Genetic disorders



**Alkaptonuria (AKU)
Society** akusociety.org

Information on alkaptonuria, also known as AKU or black bone disease, for patients and healthcare professionals.



**Bardet-Biedl Syndrome UK
(BBS UK)** bbsuk.org.uk

The only registered charity supporting people with Bardet-Biedl syndrome, their families and carers in the UK.



Cystic Fibrosis Trust
cysticfibrosis.org.uk

Improving the lives of all those affected by cystic fibrosis through information, support, campaigning and research.

Guts and Bladder



Crohn's & Colitis UK
crohnsandcolitis.org.uk

Information and support for people affected by Crohn's and ulcerative colitis and healthcare professionals treating them.



Guts UK
gutscharity.org.uk

Guts UK is the only UK charity funding research into the digestive system from top to tail; the gut, liver and pancreas.



UK Paruresis Trust
ukpt.org.uk

Support and information for those with shy bladder syndrome, also known as psychogenic urinary retention, and as paruresis.

Heart and lungs



British Heart Foundation
bhf.org.uk

Information and support on heart and circulatory conditions for researchers, healthcare professionals and their patients.



Little Hearts Matter
lhm.org.uk

Specialises in support and information for anyone affected by the diagnosis of a congenital single ventricle heart condition.



**Mid Yorkshire Hospitals
NHS Trust Respiratory
project** [midyorks.nhs.uk/
respiratory-medicine](http://midyorks.nhs.uk/respiratory-medicine)

All general respiratory services for patients, whether their condition is minor, manageable, chronic or life-threatening.



**Pulmonary Hypertension
Association (PHA) UK**
phauk.org

Information on tests and treatments for pulmonary hypertension, free resources, lifestyle pages and research news.

Immune or autoimmune disease



Lupus UK
lupusuk.org.uk

The only national registered charity supporting people with systemic lupus and cutaneous lupus.



Psoriasis Association
psoriasis-association.org.uk

Information, advice and support for those whose lives are affected by psoriasis and psoriatic arthritis.



**Psoriasis and Psoriatic
Arthritis Alliance
(PAPAA)** papaa.org

Materials and evidence-based self-help management tools and resources related to psoriasis and psoriatic arthritis.



**Scleroderma and
Raynaud's UK (SRUK)**
sruk.co.uk

SRUK provides information, support services and funds vital research into Scleroderma and Raynaud's.



UKPIPS
ukpips.org.uk

Information and support for anyone living with or affected by a primary immune or antibody deficiency.

Infectious disease



Lyme Disease Action
lymediseaseaction.org.uk

Information on Lyme disease, advice on what to do if bitten by a tick and resources for healthcare professionals.

Joints, bones and muscles



**Bone Cancer
Research Trust**
bcrt.org.uk

A leading charity dedicated to saving lives and improving outcomes for primary bone cancer patients.



Muscular Dystrophy UK
muscular dystrophyuk.org

Muscular Dystrophy UK is the leading charity for over 60 muscle wasting and weakening conditions.

Kidney



Kidney Care UK
kidneycareuk.org

Kidney Care UK is the UK's leading kidney patient support charity, making sure no one faces kidney disease alone.



**National Kidney
Federation**
kidney.org.uk

We envision a future where every person has equal access to quality kidney care — from diagnosis to transplantation.



**Polycystic Kidney
Disease (PKD) Charity**
pkdcharity.org.uk

Information and support for people affected by polycystic kidney disease (PKD), plus the latest research news.

Mental health



**Counselling Directory
(Happiful)** happiful.com

Part of the Happiful family. Since 2005, more than 4.6 million people have found support through the resources.



Inspirited Minds
inspiritedminds.org.uk

Inspirited Minds is a mental health charity offering faith-and culturally-sensitive counselling and support services.



Mind
mind.org.uk

Information and support for anyone living with a mental health problem.



Rethink Mental Illness
rethink.org

Advice and information service, campaigning, training and services for people experiencing mental illness and carers.



**Royal College of
Psychiatrists**
rcpsych.ac.uk

The UK's professional body for psychiatrists, working to secure the best outcomes for people with mental illnesses.



YoungMinds
youngminds.org.uk

YoungMinds is the UK's leading charity fighting for children and young people's mental health.

NHS Trusts



**Guy's and St Thomas'
NHS Foundation Trust**
guysandstthomas.nhs.uk

Easy-to-understand health information for people using the NHS Trust's hospital and community services.



**University Hospitals
of Leicester**
leicestershospitals.nhs.uk

Information for patients, families and carers using hospitals in Leicester and Leicestershire to make informed choices.



**University College London
Hospitals Cancer Services**
uclh.nhs.uk/our-services/find-service/cancer-services

Cancer Services at UCLH care for and support people with cancer and blood conditions.

Older people



Independent Age
independentage.org

Free and impartial advice on the issues that matter to older people.

Pharmaceutical



**Association of the British
Pharmaceutical Industry**
abpi.org.uk

News on the latest innovations from member organisations producing prescription medicines in the UK.



Astellas
astellas.com/en/

Astellas is a pharmaceutical company committed to turning innovative science into value for patients.



MSD UK
msd-uk.com

Developing important medicines and vaccines, and at the forefront of research to deliver innovative health solutions.



Pfizer
pfizer.co.uk

Committed to innovative science, equitable access, patient-centric breakthroughs, and trusted partnership in healthcare.

Pregnancy, new parents and babies



Babbu
babbu.co.uk

An award-winning Early Years learning platform designed to support parents, carers, and professionals with kids under 5.



Bliss
bliss.org.uk

The national charity for babies born premature or sick.



**The Congenital
Diaphragmatic Hernia
Support Charity (CDH UK)**
cdhuk.org.uk

CDH UK provides support and help to families affected by the medical condition Congenital Diaphragmatic Hernia (CDH).



Ectopic Pregnancy Trust
ectopic.org.uk

The Ectopic Pregnancy Trust provides dedicated information and support on ectopic pregnancy.



Ovum
startwithovum.com

From preconception to pregnancy, OVUM is setting a new standard in reproductive wellness backed by science.



Tommy's
tommys.org

Providing expert-led information about pregnancy and baby loss and funding research to save babies' lives.

Rare disease



Myrovlytis Trust
myrovlytistrust.org

Driving research, providing support and improving outcomes for patients and their families affected by rare conditions.



**Tuberous Sclerosis
Association**
tuberous-sclerosis.org

The TSA is the UK charity for support, research and advocacy into the rare condition Tuberous Sclerosis Complex (TSC).

Self care and self-management



Expert Self Care
expertselfcare.com

Free self-help and signposting apps to improve health knowledge, promote self-care and reduce pressure on services.

healthwords.ai

Healthwords
healthwords.ai

UK-based AI consumer health and technology company dedicated to self-care solutions.

Sexual health



Be In The KNOW
beintheknow.org

Be in the KNOW increases knowledge on sexual health and HIV so people can make informed choices and live healthily.



Terrence Higgins Trust
tht.org.uk

The UK's leading HIV and sexual health charity, supporting people living with HIV and improving sexual health.

Surgery and anaesthetics



**British Society for
Surgery of the Hand**
bssh.ac.uk

Information on hand disorders, hand injuries and hand surgery for patients and healthcare professionals.



EIDO Healthcare
eidohealthcare.com

Comprehensive medico-legal compliant content and digital consent solutions supporting informed shared decision-making.



**Royal College of
Anaesthetists (RCoA)**
rcoa.ac.uk

Information for adults and children on anaesthesia, preparing for surgery and risks associated with anaesthetics.

Women's health



Breast Cancer Now
breastcancer.org

Information for anyone affected by breast cancer, including Moving Forward courses, support groups and a helpline.



Breast Cancer UK
breastcanceruk.org.uk

Practical advice to help everybody reduce their risk of breast cancer.



CoppaFeel!
coppafeel.org

The only breast cancer charity educating young people on the importance of checking your chest.



Eve Appeal
eveappeal.org.uk

Funding research and raising awareness for the prevention and earlier diagnosis of the five gynaecological cancers.



The Menopause Charity
themenopausecharity.org









Trusted information so that everyone can understand menopause and has equal access to treatment and support.



Ovacomme
ovacomme.org.uk

Ovacomme offers patient information booklets on ovarian cancer symptoms, diagnosis and treatment.

PIF TICK certified agencies

	Aurora Healthcare Communications auroracomms.com	Delivering impact for clients through our unique blend of strategy-first thinking and creative innovation.
	AMPM Training ampmtraining.com	Aiming to improve healthcare communication via digital, easy-to-read, graphic patient information leaflets.
	Bedgebury Communications bedgeburycomms.com	Proud to have been supporting clients in the pharmaceutical, biotech and medical devices sectors since 2005.
	Cuttsy+Cuttsy cuttsyandcuttsy.com	A communications agency utilising health literacy to break down barriers limiting access to healthcare information.
	FCB Health fcbhealthurope.com	Creative agency specialising in behavioural insight to develop healthcare professional and patient comms. Part of IPG Health.
	Medico Digital medicodigital.co.uk	Helping people access reliable information online, enabling them to make informed decisions for a healthier life.
	Trilogy Writing and Consulting trilogywritting.com	Specialists in creating regulatory documentation and scientific communications.
	Wallace Health wallacehealth.co.uk	Digital-first healthcare communications agency focused on content marketing for health and pharmaceutical brands.

About PIF

The PIF TICK is run by the Patient Information Forum (PIF).

PIF is the independent UK membership body for people working in health information and support.

For more than 25 years, PIF has supported our cross-sector membership to raise standards in health information.

PIF is a charitable incorporated organisation, registered with the Charity Commission, charity number 1203984.

Our purpose

The Patient Information Forum promotes access to trusted health information for patients, carers, the public and healthcare professionals.

We do this by raising standards for trusted health information, providing training and support, and certifying quality information providers. We advocate for 'access for all' to trusted health information in health and social care.

We believe integrating trusted health information in care pathways empowers patients and carers. It supports shared decision-making and self-management, improving health outcomes.

Our Partners



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483 Green Lanes, London, N13 4BS

pifonline.org.uk / piftick.org.uk

info@pifonline.org.uk

  @PIFonline

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Do you have feedback on this resource?

Get in touch by emailing
piftick@pifonline.org.uk