



Patient
Information
Forum



PIF TICK directory

Your guide to producers of
trusted health information

August 2025

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Your guide to trusted health information

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

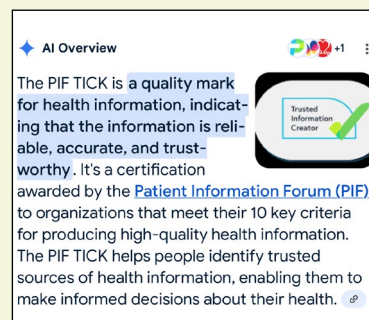
This directory is an easy way to find certified PIF TICK creators. It is updated every six months. To find out more visit: piftick.org.uk

PIF TICK is endorsed by our ambassadors Dr Aziza Sesay, Dr Knut Schroeder and Dr Lizzie Murray.

Warning: AI is changing the way you get information

Artificial intelligence is now used by search engines to answer your questions. The answers given by AI overviews can include inaccuracies, misinformation and disinformation.

Always check the information using the NHS website or a PIF TICK trusted information creator.



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



Dr Aziza Sesay
GP, Host, Speaker,
Educator, Social Media,
Video Content Creator



Dr Knut Schroeder
GP and founder of
Expert Self Care



Dr Liz Murray
Founder of Mortal and
Strong



PIF TICK certified organisations

More than 180 organisations have joined the PIF TICK to help the public find trusted health information. More than 150 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."

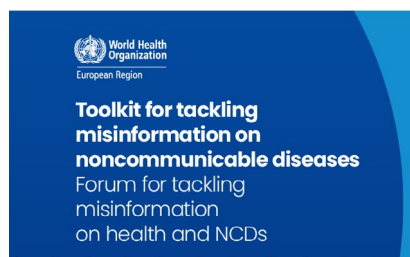
Academy of Medical Royal Colleges

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-EURO-2022-6260-46025-66542



Trusted Information Creators by 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.



CLL Support Association
cllsupport.org.uk

By and for people with CLL and SLL. Providing support and information to patients, families, and supporters.



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 Waldenström's macroglobulinaemia (WM), a rare type of blood cancer.

Brain and nervous system



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.



Cerebra
cerebra.org.uk

Offering services that enrich the lives of children with brain conditions and support their families and carers.



**Chest Heart & Stroke
Scotland**
chss.org.uk

Scottish health charity supporting people with chest, heart and stroke conditions and Long Covid live life to the full.



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.



Epilepsy Society
epilepsysociety.org.uk

Transforming the lives of people with epilepsy through world-leading research, advocacy, and care.



Meningitis Now
meningitisnow.org

The UK's largest meningitis charity offering support, funding research, and raising awareness.



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.

Brain and nervous system (continued)



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.



Growing Different
growingdifferent.org.uk

A charity for children with complex neurodevelopmental differences 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.



Blood Cancer UK
bloodcancer.org.uk

Blood Cancer UK provides information and support to people with leukaemia, lymphoma, myeloma, MDS and MPNs.

Cancers (continued)



**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.



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
breastcancernow.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

We provide trusted information and guidance for children and young people with cancer, and everyone supporting them.



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.



Future Dreams
futuresdreams.org.uk

Providing practical and emotional support for those diagnosed with breast cancer.

Cancers (continued)



**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.



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.



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.



Ocular Melanoma UK
omuk.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.



Pancreatic Cancer Action
pancreaticcanceraction.org

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

Cancers (continued)



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
pccr.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.



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



Cerebra
cerebra.org.uk

Offering services that enrich the lives of children with brain conditions and support their families and carers.



**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

We provide trusted information and guidance for children and young people with cancer, and everyone supporting them.



**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.



**ERIC, The Children's
Bowel & Bladder Charity**
eric.org.uk

The UK's leading charity supporting all children and teenagers with a bowel or bladder problem.



**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.



Growing Different
growingdifferent.org.uk

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

Children and young people (continued)



**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.

Dementia and Alzheimer's



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.

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.

Ear, nose and throat



ENT UK entuk.org

The professional membership body representing ear, nose and throat surgery and head, neck and thyroid surgery.

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.



Ocular Melanoma UK omuk.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



Bupa
bupa.co.uk

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



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

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

[Linktree](#)



Dr Azmain Chowdhury
Doctor, Social Media and
Video Content Creator

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

[Linktree](#)



Cognitant
cognitant.com

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



Concentric Health
[concentric.health/
patients/](https://concentric.health/patients/)

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.

General health (continued)



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.



Dr Sophie Newton

GP, Social Media and Video
Content Creator

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

[Linktree](#)



Pill in Your Pocket

An open-access platform to support patients and healthcare professionals with medications through animated videos.



Stickman Communications

stickmancommunications.co.uk

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

Genetic disorders



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



**ERIC, The Children's
Bowel & Bladder Charity**
eric.org.uk

The UK's leading charity supporting all children and teenagers with a bowel or bladder problem.



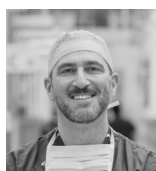
Crohn's & Colitis UK
crohnsandcolitis.org.uk

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.



**Mr Giangiacomo
Ollandin**
Urologist Andrologist
[Website](#)

Urologist and andrologist providing advanced, compassionate care for urinary, sexual and reproductive health.



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



Asthma + Lung UK
asthmaandlung.org.uk

The UK's leading lung charity, offering advice and support to people living with asthma and other lung conditions.



British Heart Foundation
bhf.org.uk

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



**Chest Heart & Stroke
Scotland**
chss.org.uk

Scottish health charity supporting people with chest, heart and stroke conditions and Long Covid live life to the full.



Little Hearts Matter
lhm.org.uk

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

Heart and lungs (continued)



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



Mast Cell Action
mastcellaction.org

A UK-based charity supporting those affected by Mast Cell Disease, run by people with MCAS or their carers.



Psoriasis Association
psoriasis-association.org.uk

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

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
musculardystrophyuk.org

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



Versus Arthritis
versusarthritis.org

Providing support for people with arthritis across the UK. Investing in world-class research and life-changing treatments.

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

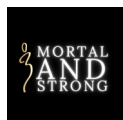
We envision a future where every person has equal access to quality kidney care — from diagnosis to transplantation.



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

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

Living with life changing illness



Mortal and Strong
mortalandstrong.com

Providing education and support for people living with life-changing or incurable health conditions.

Lymphoedema



Gaynor Leech
Patient Advocate
[Website](#)

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



Lymphoedema Support Network (LSN)
lymphoedema.org

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

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.



Inspired Minds
inspiredminds.org.uk

Inspired 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.

Nutrition



**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.

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.



AstraZeneca UK
astrazeneca.co.uk

Transforming the future of healthcare by unlocking the power of what science can do – for people, society and the planet.



**Bristol-Myers Squibb
Company**
bms.com

Committed to discovering, developing and delivering innovative medicines for patients with serious diseases.



Ipsen
ipсен.com

Improving people's lives by bringing the full potential of our innovative medicines to 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



**BETter outcomes
postnatally for MumS**
<http://bit.ly/44Wfzk3>

Co-produced information and videos on health for women who have just had a baby.



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.



National Childbirth Trust
nct.org.uk

The charity that supports people as they become parents.



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.

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
healthwords.ai

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



Self-Care Forum
selfcareforum.org

We are a charity with the aim to embed self-care in people's everyday life and organisers of National Self-Care Week.

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
ttht.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.



Ali Phillips
Expert Orthopaedic Hand
and Trauma Surgeon

[Website](#)

Clear, plain English advice for your hand, wrist and elbow concerns.



**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
breastcancernow.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.



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.



The Menopause Charity
themenopausecharity.org

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



Ovacome
ovacome.org.uk

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



Dr Aziza Sesay
GP, Host, Speaker, Educator,
Social Media, Video Content
Creator
[Website](#)

A GP sharing evidence-based health information. Vice Chair and Creative Director of Black Female Doctors UK. Member of the WHO Fides group and YouTube Health Partner Programme.

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.



Choice and Medication
choiceandmedication.org

Offering patient information about mental health conditions and the treatments available to help make informed decisions.



Confido Collective
confidocollective.ai

Strategic creative and media that earn HCP and patient trust; driving credible, connected healthcare communications.



Cuttsy+Cuttsy
cuttsyandcuttsy.com

A communications agency utilising health literacy to break down barriers limiting access to healthcare information.



Medico Digital
medicodigital.co.uk

Helping people access reliable information online, enabling them to make informed decisions for a healthier life.



MEDiSTRAVA
medistrava.com

Experts in authentically engaging with patients to create reliable, effective and actionable health information.



One Vision Health
onevisionhealth.co.uk

One Vision Health is a specialist video marketing agency with over 15 years' experience in humanising healthcare.



**Trilogy Writing
and Consulting**
trilogywritting.com

Specialists in creating regulatory documentation and scientific communications.

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 (PIF) is the independent voice of quality health information. We campaign for health information access for all. We work to fight misinformation through the PIF TICK certification scheme.

PIF promotes access to trusted, evidence-based health information for patients, the public and healthcare professionals. We set quality standards via the PIF TICK and advocate for a public right to inclusive and accessible health information. PIF urges NHS organisations to integrate health information on care pathways.

Access to the right information at the right time empowers people to manage their health.

Our Partners



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pifonline.org.uk / piftick.org.uk

 info@pifonline.org.uk

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

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