



**Patient  
Information  
Forum**

## The benefits of having the PIF TICK quality mark

**Dan Wills**, Information Quality Mark Manager



*Patient Information Forum*

## Who benefits

---

- Patients
- Health Care Professionals
- Member organisations
- You

# Patients

---

- Misinformation – it is hard to tell what is factual and what isn't.
- Trust – The PIF TICK is an easy way to show patients they can trust your information. They don't need to research the authors of the information.
- Educate – The PIF TICK website has videos and information about what to look for.

# Health Care Professionals

---

- Confidence – so much information is available to HCPs we can't expect them to know all the sites inside and out.
- Trust – when signposting to PIF TICK information as it has been created following a robust process.
- Awareness – PIF is working hard to highlight the PIF TICK membership to HCPs and has a campaign due to launch in September. The trip database uses the scheme as vetting as do others.

## Member organisations

- Consistency – some staff may know your processes but the scheme makes sure it is documented so enforces consistency
- Support – creating or reviewing processes, guidance documents, and working together with other organisations.
- Awareness – HCI, HealthiNote, Trip database, PIF TICK website
- Trust – using the PIF TICK shows the general public they can trust your information. Others are more likely to signpost to your information.

# You

---

- Guidance – as part of your process you will have guidance to show other team members the importance of following the process and it will no longer just be your word.
- Support – there is always someone at PIF ready to support your review or update your process with you. Members share ideas of how to meet the criteria in different ways.