

2025-30

Strategy Overview



The Patient Information Forum is the UK membership organisation for people working in health information and support. We are the independent voice of UK health information. We run the only UK-wide quality mark for health information – the PIF TICK.

Our purpose

The Patient Information Forum promotes access to trusted health information for patients, carers, the public and healthcare professionals. We do this by setting 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. Information is a therapy with positive impacts on health and wellbeing. It supports shared decision-making and self-management, improving health outcomes.

Our vision

Everyone has access to personalised health information and support to enable them to make informed decisions about their health, wellbeing and care.

Strategic aims

Quality – PIF raises standards in quality health information and certifies trusted health information producers.

Integration – PIF campaigns for quality health information and support to be an integral part of the patient journey.

Expertise – PIF enhances the expertise of people working in the field of health information.

Inclusion – PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.

Impact - PIF builds the evidence base for the impact of health information.

Infrastructure – We maintain a sustainable, expanding and financially secure organisation.

Aim: Quality

PIF raises standards in quality health information and certifies trusted health information producers.

Key objectives	<ol style="list-style-type: none">1. Increase the number of organisations participating in PIF TICK to 300 by 2030.2. Increase endorsement of PIF TICK, by NHSE and equivalent bodies in the four nations, wider bodies like WHO and Google.3. Increase public awareness of the PIF TICK from a baseline of 6% on 2024 to 15% in 2030.4. Increase awareness amongst health and other professionals of the PIF TICK and how to signpost patients and the public to trusted information.5. Build links with academic institutions with an interest in trusted health information to demonstrate the impact of PIF TICK.6. Maintain a transparent process for review and update of the PIF TICK criteria with a panel of professionals, patients and the public.7. Explore options to expand PIF TICK outside the UK.
Key outcome	Patients and the public recognise and look for the PIF TICK, and have access to trusted health information which can be understood and acted upon, to enable them to make informed decisions about their health, wellbeing and care.
What will success look like?	<ul style="list-style-type: none">• The PIF TICK criteria are seen as the definitive standards for trusted health information by members and the wider health economy. The number of PIF TICK member organisations increases to 300 by the end of 2030. This increases named members to 2500 with 90% of website accounts activated. We engage with more than 6,000 people (identified as followers via BlueSky, LinkedIn, YouTube and other social media platforms) increasing awareness of the PIF TICK and the 10 criteria.• Recognition of PIF TICK standards by NHSE and equivalent bodies in the four nations, wider bodies like WHO and Google.• PIF TICK website is the go-to-place for the public to find trusted health information, based on referrals from members, ongoing awareness campaigns and endorsements and signposting from national bodies. Traffic builds steadily over the course of five years.• PIF has established links with government bodies and academic institutions with an interest in health information and media and information literacy to demonstrate the impact of PIF TICK.• A transparent and expert review process is maintained for the review of the PIF TICK criteria to ensure the scheme stays up to date with best practice.• Options to expand the PIF TICK outside the UK have been explored and implemented.

Aim: Integration

PIF campaigns for quality health information and support to be an integral part of the patient journey.

Key objectives	<ol style="list-style-type: none">1. Create a position statement on the need for NHS signposting to trusted information sources for member endorsement.2. Work with DHSC to ensure information ambition of Rare Disease Action Plan is realised.3. Promote the 'Perfect Patient Information Journey' to identify the information and support needs of patients along the care pathway.4. Work with key stakeholders, throughout the UK, to develop clear access routes and signposting for patients to high-quality health information and support, so it becomes embedded into digital and face to face care pathways.
Key outcome	Information and support is mandated as an integral part of the patient journey, and recognised as a fundamental component of person-centred care and self- management.
What will success look like?	<ul style="list-style-type: none">• Information and support are mandated into care pathways across health and social care, and recognised as a fundamental component of person-centred care and self-management.• Professionals are able to clearly signpost patients to trusted health information and support via digital and non digital channels.• Decision makers and organisational leaders recognise the value and importance of information and support as a central element of health, and invest in its creation.• Libraries and other non-health services also provide a gateway to health information.

Aim: Expertise

PIF enhances the expertise of people working in the field of health information and support.

Key objectives	<ol style="list-style-type: none">1. Develop and provide accredited, modular, online training, to improve the skills of people involved in health information and support.2. Deliver a range of services, events and networking opportunities which facilitates the sharing of expertise, learning and good practice.3. Improve understanding of the competencies, skills and expertise required of those involved in health information and support, and the core competencies of this profession.
Key outcome	Health information production and provision is recognised as a highly skilled, core component of all health and support staff's competence.
What will success look like?	<ul style="list-style-type: none">• 50% of PIF members are actively engaged in our professional development opportunities, including new and experienced individuals.• People who produce and provide health information and support understand the PIF TICK Criteria, and feel they have the training and skills to be able to deliver against them.• PIF members report that their role and skills in delivering high-quality health information and support are more widely acknowledged and valued.• Training to become a Health Information Support Professional is a viable and recognised career option.• As a result of the training provided the quality of health information improves and the impact is demonstrated through the positive experience of patients.

Aim: Inclusion

PIF advocates for health information to be available to all, meeting health and digital literacy, accessibility and cultural needs.

Key objectives	<ol style="list-style-type: none">1. PIF leads development of guidance in this area in response to members' needs, working with key academics and partners including Health Literacy UK and HEE.2. Campaigns on health and digital literacy and accessibility grows the number of organisations signing our health and digital literacy charter and taking part in training.3. PIF develops a simple health literacy maturity matrix for use across sectors.4. Inequalities in access to information and patient experience of the health service reduce.
What will success look like?	<ul style="list-style-type: none">• The number of organisations signing the health and digital literacy charter grows years on year.• 50 organisations annually complete PIF's Health and Digital Literacy training.• NHSE maintains current recommendations on reading age within the content manual.• The number of organisations with a health literacy policy/strategy in place doubles from 2022. Number of orgs considering equalities impact of digital tools reaches 95%.• Support for people who are digitally excluded is provided locally and nationally.• PIF maintains guidance on health information translation.

Aim: Impact

PIF builds the evidence base for the impact of health information.

Key objectives	<ol style="list-style-type: none">1. PIF identifies and collates evidence on the impact of high-quality healthcare information, lack of information and misinformation.2. PIF regularly updates best practice guidance on evaluating the impact of health information.3. PIF works with other partners to build a robust evaluation framework for the health information sector.4. PIF creates a comprehensive collection of impact case studies generated by PIF TICK certified organisations.5. PIF repeats Knowledge is Power survey within 5 years to measure whether:<ul style="list-style-type: none">• access to credible health information has improved• equitable access to health information improves• signposting from health services has increased• people are better able to identify credible health information and misinformation• awareness of PIF TICK has increased
Key outcome	Organisations and individuals can easily demonstrate the benefits and value of high-quality healthcare information and support.
What will success look like?	<ul style="list-style-type: none">• The impact of healthcare information is researched and evaluated at both national and local levels.• The value of high-quality healthcare information and support can be demonstrated across the health sector.• PIF has a repository of case studies and statistics available on the impact of healthcare information and support.• Knowledge is Power survey provides evidence:<ul style="list-style-type: none">• access to credible health information has improved• equitable access to health information improves• signposting from health services has increased• people are better able to identify credible health information and misinformation• awareness of PIF TICK has increased