

Transform your health information with the PIF TICK



What is the PIF TICK?

The PIF TICK is the only independently-assessed quality mark for print and digital health information. It is run by the Patient Information Forum (PIF) charity.

"PIF TICK, the gold standard for health information content."
Emily Darlington MP



The difference with PIF TICK

WHO, NHS England and the Academy of Medical Royal Colleges have singled out PIF TICK as an example of good practice.

A 2026 survey of PIF TICK organisations found:

- **9 in 10 say the PIF TICK has "transformed" or "improved" their health information.**
- **9 in 10 existing Trusted Information Creators would recommend the PIF TICK.**

Join now

- Help combat misinformation.
- Ensure information is health literacy-friendly.
- Join our expert community of practice.

Contact us now

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

What people say about PIF TICK

"Being certified by PIF as a Trusted Content Creator is part of a larger effort of work to address health inequalities. Our aim is to make sure that all patient information produced by Pfizer is simple to understand. The PIF TICK logo tells patients that the information being provided is accurate and clear."
Berkeley Phillips, External Strategic Partnerships, Pfizer UK

"The PIF TICK has guided the evolution of health information and how our team approaches the development of content to make it more accessible, easy to understand and inclusive."
Steph Jury, Health Content Manager, Guy's and St Thomas' NHS Foundation Trust

"The PIF TICK really helps us to make sure everything is evidenced and trustworthy for users."
Tom Bishop, Head of Patient Information, Anthony Nolan

"As a brand we are proud to wave the PIF TICK flag. Not only do consumers look for this certification, but we're also finding that investors in our business are impressed by it."
Jenny Wordsworth, Founder, Ovum