



**Patient Information Forum**  
Raising the standard of consumer health information  
[www.pifonline.org.uk](http://www.pifonline.org.uk)

**PiF Executive Circle meeting**  
**Thursday 28 February 2013, 14:00-16:30**

**Area C, Fourth Floor, Royal College of Surgeons of England,  
35-43 Lincoln's Inn Fields, London WC2A 3PE**

**Agenda**

- 14:00-14:30 **Welcome & Introductions**  
*Mark Duman, Chair - Patient Information Forum*
- 14:20-15:00 **Using the Heart Age concept to communicate risks and motivate the public**  
*Mark Cobain & Holly Whelan, Global New Business Unit Directors, Unilever*
- Supporting people to find out more about their medicines**  
*Chris Kula-Przewanski, Partnering Director Digital Patient Unit, Quintiles*
- 15:00-16:00 **Questions & Discussion**
- 16:00-16:30 **Summing up (including any collective actions) and networking**