



Patient Information Forum

For everyone involved in health information and support

www.pifonline.org.uk

STRATEGY AT A GLANCE

AIM	KEY OBJECTIVES	KEY OUTCOME
QUALITY		
<p>We raise standards and highlight good practice in the production and provision of healthcare information and support</p>	<ol style="list-style-type: none"> 1. Identify and promote the key components of high-quality healthcare information, including how support contributes to information being understood and acted upon. 2. Develop and disseminate best practice guidance for the production and delivery of healthcare information and support, including the use of current and emerging digital technologies. 3. Raise patient and public awareness of what high-quality healthcare information and support looks like and where to find it. 4. Increase awareness amongst healthcare professionals of what high-quality healthcare information and support looks like and where to find it. 	<p>Patients and the public recognise, and have access to high-quality, clearly communicated, evidence based, healthcare information and support which can be understood and acted upon, to enable them to make informed decisions about their health, wellbeing and care.</p>
INTEGRATION		
<p>We campaign for high-quality healthcare information and support to be an integral part of the patient journey</p>	<ol style="list-style-type: none"> 1. Establish the 'Perfect Patient Information Journey' project to identify the information and support needs of patients along the care pathway, which will consider shared decision making and personalisation. 2. Work with key stakeholders, throughout the UK, to develop clear access routes and signposting for patients to high-quality healthcare information and support, so it becomes embedded into care pathways. 3. Encourage and support healthcare providers to have a named senior level Champion for Healthcare Information, within all commissioning and provider organisations. 	<p>Information and support is provided as an integral part of the patient journey, and recognised as a fundamental component of person-centred care and self- management.</p>

EXPERTISE		
We champion and enhance the expertise of people working in the field of healthcare information and support	<ol style="list-style-type: none"> 1. Develop and provide accredited, modular, online training, to improve the skills of people involved in healthcare information and support, including how to deliver personalised information and support. 2. Improve understanding of the skills and expertise required of those involved in healthcare information and support, and the core competencies of this profession. 3. Deliver a range of services, events and networking opportunities which facilitates the sharing of expertise, learning and good practice. 	Healthcare information production and provision is recognised as a highly skilled, core component of all healthcare and support staff's competence.
IMPACT		
We promote the need to evaluate the impact of high-quality healthcare information and support	<ol style="list-style-type: none"> 1. Identify and collate evidence on the impact of high-quality healthcare information and support. 2. Create a comprehensive, searchable database to enhance the Case for Information. 3. Build the capacity of PIF members to demonstrate and communicate the benefits and impact of high-quality healthcare information and support. 	Organisations and individuals can easily demonstrate the benefits and value of high-quality healthcare information and support.
INFRASTRUCTURE		
We strive to develop and maintain a sustainable, expanding and financially secure organisation	<ol style="list-style-type: none"> 1. Produce a five-year business strategy to guide the direction of the organisation, and communicate this to the PIF network. 2. Establish robust strategic, business and financial planning processes. 3. Ensure strong and effective governance and management of the organisation. 4. Grow and diversify income generation to ensure the organisation has a strong financial footing. 5. Extend our reach and influence across a variety of sectors. 	PIF will be seen as the leader on matters related to healthcare information and support, and will grow to recruit more staff so that it can move forward the information agenda and become a financially sustainable organisation.