



Patient Information Forum

For everyone involved in health information and support

PIF Sounding Board - Information for Users and Project Form

Thank you for your interest in the Patient Information Forum Sounding Board.

What is the PIF Sounding Board?

The PIF Sounding Board is a sense checking and peer review service for organisations that produce health information for patients and the public.

If you are creating a new resource or updating an existing one, the Sounding Board will provide you with high-quality and comprehensive feedback on readability, content, format, user involvement and effectiveness.

External review and feedback is an invaluable part of improving the quality and accessibility of health information. The Sounding Board provides a convenient way for organisations to obtain virtual access to experienced individuals, who can expertly comment on their resources, for example commenting on a draft leaflet, booklet or website pages.

Sounding Board Reviewers are a carefully selected panel of health information professionals who can provide expert comment and feedback on your resources.

The Patient Information Forum were involved in the development of the review process for the BMA Patient Information Awards and takes part in the review and judging process each year.

Who are Sounding Board Reviewers?

All Sounding Board Reviewers are current members of the Patient Information Forum (PIF) and have a minimum of three years' experience in the production, provision and dissemination of health information for patients and the public.

Reviewers work in the NHS, charities, government agencies, professional associations and commercial organisations. Some also have particular expertise in associated areas such as managing information services, developing policy, health literacy, accessibility and design.

All Reviewers formally apply for the position and provide a reference, plus examples of their work.

How does the Sounding Board work?

For a set fee your organisation will have access to a virtual panel of health information specialists who can provide expert comment and feedback within a specified time. All work is conducted virtually.

Your resource (preferably in its finished design and format) will be sent out to up to four Sounding Board Reviewers, with a standard form for their comments. These are returned to PIF by an agreed deadline, where they will be collated (responses are anonymous) and then sent to you. You will receive feedback on issues such as style, tone, appropriateness for the audience, structure, readability and use of jargon.

All feedback will be confidential and from the perspective of a health information professional, not a patient or member of the public. We believe this 'producer/provider' perspective will add real benefit to your production/review process.

In addition to general feedback you can also request comment/feedback about specific aspects of your resource or from people with particular expertise. For example, you may want design feedback on a booklet, or expertise on information for people with learning difficulties. Please note that the number of available people to comment is likely to be smaller for particular areas of expertise than for general feedback.

Please note that it is not the purpose of the Sounding Board to check for factual accuracy in terms of the information the resource contains nor to provide a proof reading service.

How much does it cost to use the Sounding Board?

The price charged covers administration, and a standard fee paid to Sounding Board members. Fees are based on the size of the resource and the time it will take to review. All work is conducted virtually.

Length of resource	Non-member rate (not for profit)	Non-member rate (commercial)
Up to 2,500 words	£495+VAT	£750+VAT
Up to 5,000 words	£900+VAT	£1,350+VAT
Up to 7,500 words	£1,500+VAT	£2,000+VAT

*PIF Members receive a 10% discount on the above rates.

If your resource is longer than 7,500 words, or if you would like to discuss your specific requirements, please get in touch: nicole.naylor@pifonline.org.uk

Who can use the Sounding Board?

Use of the Sounding Board is available to any organisation working within the field of health information for patients and the public, and who are carrying out work that is relevant to PIF's vision.

Our Vision

Everyone can access relevant, high-quality information and support to help them understand their care, and make informed decisions about their health and wellbeing choices.

What do I do next?

Please contact us at nicole.naylor@pifonline.org.uk if you would like to discuss this further or use the Project Form overleaf to tell us about your project and the type of feedback you require.



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Patient Information Forum Sounding Board – Project Form

Please use this form to tell us about your project and the type of comment/feedback you require.

Please return this completed form to nicole.naylor@pifonline.org.uk and we will be in touch within two working days to discuss your requirements

Name of organisation:	
Contact person:	
Email address (where you would like feedback to be sent):	
Email address (where you would like invoice to be sent):	
Telephone number for main contact:	
Are you a PIF member?	
How did you hear about the Sounding Board?	

Project name:	
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We will use the information you provide below to structure the questions we ask the reviewers to focus on.

Project details: Include information about background to the project, the intended audience, the purpose of the resource, what impact/difference you want your resource to make, the format your resource will be finally produced in, and any other important details.

How the resource has been developed:

Include information about whether users and experts have been involved and how and who has written the information and where the evidence for the information comes from.

Promotional plans and evaluation of impact

Include information about your plans for promotion of the resource and how its impact will be evaluated.

Feedback:

Is there any particular expertise you are looking for in the feedback e.g. particular format, audience or type of design?

Is there any specific area you want feedback on e.g. a particular part of the document, the style, layout, design, readability, content, tone?