

Medico Digital recognised by the Patient Information Forum, the UK's only assessed quality mark for healthcare information.

**“We commend Medico’s healthcare information production process, which was very comprehensive. The level of detail in some areas was over and above what we expected, so we were very impressed.” - PIF TICK Accreditors**

Medico Digital has proudly been designated as a "trusted information creator" and granted the PIF TICK – the UK’s singular assessed quality mark for healthcare information.

This accolade places them among an elite group of under 90 organisations whose content production processes have been rigorously verified.

**"Fighting healthcare misinformation is a key part of our ongoing strategy to improve healthcare communication. Accuracy and accessibility have long been our utmost priority when it comes to medical communication, so it's fantastic for our work to be recognised by the Patient Information Forum." - Bethan Forbes-Campbell, Content Lead**

To be designated a ‘trusted information creator’, Medico Digital underwent a comprehensive assessment to ensure compliance with 10 critical criteria.

Consequently, their clients’ audiences – including patients and healthcare professionals – can trust that the health resources they engage with are evidence-based, clear, free from jargon, current, and produced to the highest standards.

Oliver Capel, Founder & Director of Medico Digital, added: “As a digital marketing firm specialising in the healthcare sector, we blend behavioural insights, credible content, and cutting-edge technology to enhance decision-making for patients and healthcare professionals alike. This accreditation underscores our pledge to offer dependable content within the healthcare sphere. We are excited to continue

supporting our clients and partners with the backing of the PIF partnership and future initiatives.”

Launched in May 2020, the PIF TICK is managed by the Patient Information Forum (PIF), a non-profit organisation. In July 2021, the public website [www.piftick.org.uk](http://www.piftick.org.uk) was introduced to promote awareness of PIF TICK accredited members and assist individuals in locating trustworthy health information. The site further provides guidance on recognising false health information and comprehending evidence.

Dan Wills, PIF TICK manager, expressed: “We are delighted to welcome Medico Digital into our growing community of accredited PIF TICK members. Providing accurate, accessible, and evidence-based information is crucial for empowering patients and enhancing health outcomes.”