



The DiCEMark – Building Trust in the Independent Digital Health Sector

Purpose

The Digital Clinical Excellence Forum (DiCE UK) is committed to advancing quality, integrity, and trust within the independent digital health sector. To support this commitment, DiCE has established an industry-led quality framework known as the “**DiCEMark**”.

This framework complements statutory regulation by promoting ethical conduct, transparency, and adherence to recognised best practice in digitally enabled health care.

Background

In the United Kingdom, it is a criminal offence to provide regulated health care services without registration with the appropriate health care regulator. While this legal requirement provides the foundation for patient safety, the rapid growth of digital health services has highlighted the need for additional, visible assurance to the public and stakeholders.

The DiCEMark has been developed by the Digital Clinical Excellence Forum, a professional learning network for providers of online and digitally enabled health services. This public-facing trademark serves to identify providers who not only comply with legal registration requirements but who also demonstrate a voluntary commitment to best practice standards, shared learning, transparency, and continuous improvement.

Framework and Governance

The DiCEMark is awarded through a self-declaration process, assessed against industry-agreed best practice and compliance with regulatory standards. The self-assessment proforma is publicly available on the DiCE website to ensure openness and accountability.

Although the framework is not formally endorsed by statutory regulators, it has been recognised as a complementary approach that reinforces regulatory expectations and promotes safe, effective, and high-quality digital health care.

Commitment to Quality and Integrity

Organisations displaying the DiCEMark affirm that they:

- Are legally registered with the relevant UK health care regulator;
- Operate transparently, in accordance with published standards of conduct and care;
- Commit to ongoing improvement through professional collaboration and reflective practice; and
- Promote public confidence by providing clear, ethical, and responsible digital health services.

Public Assurance

The DiCEMark provides patients and stakeholders with a clear, independent indicator of trustworthiness and professionalism. It helps the public distinguish legitimate, regulated providers from those operating outside the law, thereby enhancing confidence in the independent digital health sector.

An organisation's authorisation to display this trademark may be withdrawn if it subsequently fails to maintain the required standards or if regulatory authorities take actions indicating non-compliance

Statement of Intent

Through the DiCEMark, the Digital Clinical Excellence Forum seeks to:

- Strengthen governance and accountability in digital health;
- Promote transparency and ethical standards across the sector; and
- Build lasting public trust in independently delivered online health services.