

1. PROs must be integrated in a patient's care pathway in order to support or change decisions - *This thesis*
2. Patients should be able to access their results through a patient dashboard - *This thesis*
3. Successful implementation of PROs require a multidisciplinary approach - *This thesis*
4. Healthcare professionals need to be aware of the impact of chronic diseases on sexual distress - *This thesis*
5. PROs and digitalization should synergistically reinforce each other - *This thesis*
6. In healthcare, the days of business as usual are over - *Michael E. Porter*
7. In a patient-centric VBC model, patients should be enabled to collect their outcomes data and have access and autonomy to use their health data in meaningful ways, such as self-managing their health in partnership with their health care providers (*Health Outcomes Observatory, IMI funded*)
8. There is no health innovation without health literacy - *Hernani Z. Oliveira*
9. Value is in the eye of the beholder - *Peter Ackroyd*
10. Teaching is ultimately an act of hope - *Rachel Jorgenson*
11. How you doin'? - *Joey*