Title: "Putting the Patient Back Into Personalized Health Care"

Explicit systematic application of patient values is sparse because systematic approaches to collection and digestion of patient input are few and usually unstructured. Unreliable representations of the patient voice undermine efforts to invoke and apply patient values within health care delivery. A systematic approach to the acquisition of patient values regarding health is presented. The approach employs dynamic modeling based on a personalized ontology without sacrifice of systematization or repeatability. The model is multidimensional and expressed in the patient's own words. The structure of the model is derived by systematic solicitation using a novel combination of established tools for preference and utility assessment with unique results. This result is both personalized and widely applicable across health states. The protocol can be applied with rigor consistently across populations and disease states. Comparison of results over time and between patients provides aggregated information. However, the novel contribution is the systematic and programatic execution of individualized values acquisition via software and Internet technologies without adding to health care provider work flow. To effectively put the patient back into personalized health care, this promising approach to modeling and application of the patient voice must be put into practice and validated by analytic research and hypothesis testing--for which it is well suited. Patient feedback from pilot interviews are presented.

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