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The future of treating lung cancer is a multimodality, personalized approach with the “expectation” that patients will live a long time. Safety and effectiveness are the end points for trials, not quality of life. We must use PROs, and they must be patient-important outcomes, and for this reason, patients should be involved in developing research and clinical guidelines from the beginning. Overall survival is not the only important end point to patients. Patients and families value moments and milestones and want hope; hope to live long enough and well enough to reach and enjoy the next milestone.

We have missed an opportunity to collect meaningful data that could provide valuable insight on hurdles and/or opportunities that could help stratify patients to the best treatment and mitigate side effects. In this rapidly evolving treatment landscape, the patient perspective is necessary to bridge that gap between what can be done and what the patients want. PRO measurements need to be relevant; it is essential to ask the right questions in the right way at the right time.

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