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Sommario/riassunto	Until recently, patient feedback has not had a very high profile in clinical practice. There has been no tradition of systematically gathering and tracking patient feedback over time - let alone using the findings to continually review and improve services. Why is it so vital to gather patient feedback? The fact is that involving patients leads to better treatment adherence and more effective healthcare; and better healthcare means increased health benefits for patients and reduced expenditure for national health systems. This landmark publication explores ideas related to patient feedback and