Together, we will **create and lead**.

**CONTEXT** — tie data to the question, address bias, explain validation strategies.

**RESPECT** — for patient privacy and the patient voice is paramount.

**EARN TRUST** — show processes, analytic approaches, and comparisons. Be open to input. Challenge with productive intent.

**ACT FAST AND DO GOOD WORK** — act with a sense of urgency, but not at the expense of quality or credibility.

**TRANSPARENCY** — ruthless transparency.

**EMBRACE AND EXPLORE** — convergence and discordance to facilitate understanding and generate knowledge.

**LEARN** — continually integrate best practices from **sharing** process, limitations, pitfalls, and successes.

**EXERCISE PATIENCE** — state when a question can’t be answered right away and institute action to answer it.

**ACCESSIBILITY AND TRACEABILITY** — document data generation, processing, curation, and analytics.

**DISSEMINATE WORK** — to show what good looks like. Teach, Don’t Preach.