

January 30, 2012

UT Health Science Center at San Antonio
School of Medicine Alumni Association
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Dear Sirs:

The following is submitted in nomination of James L. Holly, MD (UTMSSA, 1973) for the Distinguished Alumnus Award. The categories identified in the nomination description and my responses to each are as below.

Service to the Community -- Impact on the image of UTHSCSA School of Medicine by the nominee's example, leadership or volunteerism to alumni, students, the community.

Extent to which the community in which the nominee resides is a better place because of nominee's activities and leadership.

Dr. Holly is the founder and CEO of Southeast Texas Medical Associates, LLP (SETMA). Dr. Holly has become a national leader in electronic health records (EHR), adopting in 1998. In the ensuing years, Dr. Holly has become a recognized national leader in clinical decision support, deployment of quality metrics, public reporting of provider performance, Patient-Centered Medical Home (PCMH) and transformation of healthcare. From 1998 to the present, Dr. Holly has written a weekly, 2000-word health column for a local newspaper. He has addressed common and unusual health problems as well as healthcare policy and transformation. All of the columns are posted on SETMA's website, www.setma.com, under *Your Life Your Health*.

Dr. Holly led SETMA to become a Joslin Diabetes Center Affiliate and to participate in Performance Improvement Continuing Medical Education (PICME) research projects. Dr. Holly designed and deployed The SETMA Foundation which provides funding for healthcare for those who cannot afford it. He has led the partners of SETMA to give \$1,500,000 to the Foundation over the past three years.

Dr. Holly has designed and supervised a Care Transitions and Care Coordination program for SETMA which provides state-of-the-art care to those who can least access it. Between 2009 and 2011, SETMA has discharged 25,995 patients from the hospital in this program with excellent follow-up. He has led SETMA to focus on and to eliminate ethnic disparities of care for Diabetes and Hypertension. Writing about Dr. Holly, Dr. Rodolfo P. Sotolongo, a Beaumont cardiologist, said:

“As founder and CEO of SETMA, Dr. Holly built the largest and most progressive multi-specialty practice in our community. He has spearheaded numerous sustainable medical quality initiatives in his medical group that have impacted thousands of patients in our region. Not only

has he been in the forefront of establishing and measuring quality initiatives and standards of care, but has also created systems to modify clinical behavior where appropriated.

“Dr. Holly leads SETMA’s research activities utilizing SETMA’s database in a number of studies ranging from performance improvement to cost-analysis research. He has also led SETMA to receive numerous national awards and recognition for establishing and developing unique sustainable systems to enhance patient care while utilizing current standards and modern technology in a cost effective manner.”

In a letter transmitting funds to the School of Medicine, Theodore M. Carpenter, Jr. President Universal American said of Dr. Holly:

“Our organization works with thousands of physicians across the United States. Further, we collaborate with dozens of physician leaders who dedicate themselves to organizing outstanding patient care by seeking new and innovative ways to improve the entire patient care process. We are very fortunate to work with some of the very best physician leaders in the country.

That said, Dr. Holly is in a league by himself. His energy, passion, and unrelenting commitment to improving quality of care is without equal in my experience. He drives positive change within his practice and community, implements value-added technology to improve clinical outcomes, reads and writes prolifically regarding clinical and public health issues and generously shares what he has learned with all interested parties across the United States. Under Dr. Holly’s leadership, SETMA has been honored countless times for their innovation, technology and services to the community. By far, however, their greatest accomplishments are the care and quality that each SETMA patient receives. They are the real beneficiaries of this extraordinary physician practice.”

Dr. Holly has served simultaneously as the President, Chairman of the Board, Medical Director and the Hospitalist of the Golden Triangle Physician Alliance, an Independent Physician Association of over 200 physicians. He assumed those responsibilities in 1997, when the IPA was on the verge of collapse. Under his leadership, the IPA turned around quickly and has provided the foundation for improving the care of all patients in Southeast Texas with improvement in their health and with the decreasing of the cost of their care.

Dr. Holly has led the Hospital Care Team for SETMA which has set the standard for excellence in Care Transitions in Southeast Texas. In leading SETMA to become a Tier III Medical Home, he designed a Care Coordination department which as extended excellent care to Southeast Texas’ most vulnerable population.

For these and many other reasons, Dr. Holly meets and exceeds this element of the Distinguished Graduate standard.

Service to the Profession

Improvement or enhancement to the profession by program(s) developed by the nominee. Examples include, but are not limited to: education, research, patient care, and healthcare administration. The number impacted by program(s) of service.

Dr. Holly's published body of work has provided a pattern for the healthcare profession in transforming healthcare. Dr. Holly has designed and written electronic patient management tools which have led the way in clinical decision support. The Office of National Coordinator of Health Information Technology of Health and Human Services named SETMA as one of thirty exemplary practices in 2011 for the use of clinical decision support. The Agency for Healthcare Research and Quality published SETMA's LESS Initiative on its Innovation Exchange in 2011. Dr. Holly has written all of that material. It is all posted at www.setma.com under Electronic Patient Management tools and is given free to all who want to use it.

Dr. Holly is a regular speaker at national events. The following are the comments submitted by attendees at a session taught by Dr. Holly at the 2011 HIMSS meeting:

- Best one I saw!
- Best presenter that I attended so far.
- Different content was from what I expected. However, this was an inspiring session. It is so refreshing to see a "doctor" is really about: care for his/her patient.
- Excellent - one of 1st presentations I have ever sat in.
- Excellent ideas. This is where we have to go with healthcare.
- Exceptional, outstanding...inspiring.
- Fantastic!
- Great, real world comments from a committed physician. A rare treat!
- It was wonderful to see exacting metrics used to improve the quality of care for patients. I will use the "steps" in my practice.
- More sessions like this please! One of the best presentations at HIMSS!
- One of the best, most inspirational speakers ever heard!!
- Outstanding! Should have been a keynote! Mandatory attendance!
- Speaker was excellent, had great insight and "passion" for his subject.
- Very inspirational - unexpectedly so. Both in terms of an expression of professional & technical excellence but also in terms of exercising a humane approach to healthcare.

Dr. Holly participates in the development of national healthcare policy through the National Quality Forum and the Patient Centered Primary Care Collaborative. He regularly speaks on healthcare policy and transformation at national meetings. Many of his presentations can be found at www.setma.com under *In-The-News, Presentations*.

He has contributed extensively to the HIMSS Quality 101 website. The Physician Consortium for Performance Improvement and the AMA regularly seek SETMA's and Dr. Holly's input to quality metric development and deployment. In 2009, Dr. Holly led SETMA to publicly report, by provider name on over 200 quality metrics.

Dr. Holly has led SETMA to encourage the UTHSCSA School of Medicine to send 4th year medical students to SETMA. That program will begin in 2012. Other practices and physicians come to SETMA regularly to learn "how to do what SETMA does."

Service to the School

Extent to which nominee advances the missions of the UTHSCSA School of Medicine and its Alumni Association through some combination of the following activities:

- Supporting fundraising efforts
- Attending on-campus or on-the-road events
- Participating in student-alumni programs, including mentoring/shadowing, HOST, Community service, and guest-speaker at student club meetings
- Serving on the Alumni Board or other School of Medicine organizations (e.g., serving on School of Medicine's Admissions Committee by reviewing admission applications)
- Serving as class agent for reunion weekend

***Mission of the School of Medicine:** The mission of the School of Medicine is to serve the needs of the citizens of Texas by providing medical education and training to medical students and physicians at all career levels and fostering an environment of life-long learning that is flexible and emphasizes professionalism, with special commitment to the preparation of physicians in both the art and science of medical practice; conducting biomedical and other health-related research, with particular attention to translational research; delivering exemplary health care; and providing a responsive resource in health-related affairs for the nation and the state, with particular emphasis on South Texas.

**** Mission of the School of Medicine Alumni Association:** The mission of the association is to support the development of the UTHSCSA School of Medicine into a premier medical school in the country, advancing its vision via alumni programs. The guiding principles for programs of the association shall be to promote:

Fellowship among the UTHSCSA School of Medicine community (alumni, students, faculty, staff)

- Student Support
- Excellence in academics
- Contribution to the communities in which UTHSCSA School of Medicine campuses reside

Dr. Holly served as the President of the School of Medicine alumni association for four years from 2006-2010. He served on the search committees for both the Dean of the SOM and for the President of the Health Science Center. Dr. Holly has hosted teams of visitors from the SOM to SETMA and has been asked to join the faculty as an Adjunct Clinical Professor in the Department of Family and Community Medicine. Dr. Holly has presented CME programs at Alumni weekend twice and has written for the Alumni publication.

Dr. Holly served on the search committee to fill the President's position of the Health Science Center when Dr. Cigarroa became UT Chancellor.

Dr. Holly and his wife endowed the Dr. & Mrs. James L. Holly Distinguished Professorship in Patient-Centered Medical Home and the Wirt E. Bellue & William Richmond Holly, Sr. Distinguished Lecture Series in Medical Home.

In honor of Dr. Holly, his friend and patient, Wayne Reaud has given \$1,000,000 to renovate the main SOM auditorium which is named the Dr. and Mrs. James L. Holly auditorium.

Financial Support of UTHSCSA

Dr. Holly's total contribution to the school of medicine programs are only slightly under \$500,000. He has stated that his intention is to raise that to \$1,000,000 in his life time.

Conclusion

I have been a colleague and a partner with Dr. Holly in SETMA for the past eight years. His vision, passion, leadership and success are a matter of record. His perseverance and his integrity are without reproach. As Dr. Holly's partner, I can think of no one more qualified than he is to receive the distinguished alumnus award. I have sent a copy of his current CV in support of this nomination.

Sincerely yours,

Dean Halbert, MD
Partner, SETMA, LLP
UTHSSASOC Class of 1989