

From: Jennifer Covich [mailto:Jennifer.Covich@ehealthinitiative.org]
Sent: Thursday, December 22, 2011 8:14 AM
To: James L. Holly
Cc: kdelmuto@nextgen.com; Beth Pernerewski; Jason Goldwater; Amy Eckenroth; cjarvis@nextgen.com
Subject: Congratulations - eHealth Innovator Award
Importance: High

Dear Dr. Holly,

On behalf of the eHealth Initiative, I am delighted to inform you that **Southeast Texas Medical Associates, LLP has been selected to receive the 2012 eHealth Innovator Award for your preventive health initiative Lose Weigh, Exercise and Stop Smoking (LESS)**. Your organization was nominated by one of our members: NextGen Healthcare.

Earlier this year, the eHealth Initiative issued a call for nominations for its Fourth Annual eHealth Awards. On January 11, eHI will honor your organization for demonstrating leadership and excellence in eHealth. Through the awards program, eHI is celebrating advances that have led to improvements in the management, treatment and care of individuals with cancer, diabetes or heart disease through the use of electronic tools.

The awards will be presented in Washington, DC as part of the [eHealth Initiative 2012 Annual Conference Cancer, Diabetes and Heart Disease: Improving Care Through eHealth](#). A member of your organization must attend the award ceremony and reception on January 11 at the Omni Shoreham Hotel in Washington, DC. If you would like to bring additional members to the event, please let us know. The event will begin at 5:00 p.m. at the Omni Shoreham located at 2500 Calvert Street, NW, Washington, DC 20008.

We have reserved a room at the hotel for you. We can also assist with travel expenses, including airfare for one individual. Awardees will be recognized through a variety of means, including announcement at the awards ceremony, inclusion in a press release and broad communications related to the awards program and the national conference.

Information We Need From You

We need your help in gathering information over the next couple weeks to ensure your group is included in our coverage. Please submit all the requested materials below by Thursday, January 5. I recognize this is a tight turnaround time, but we are trying to meet print deadlines. Thanks for your assistance.

- Contact Info. Full names, titles and email addresses for the individual(s) who will be accepting the award or participating in a presentation. Please specify who will be receiving the award at the ceremony.
- Bios. We need a brief bio (under 200 words) for any individual(s) who will be accepting an award or delivering a presentation during a break-out session. Please email these bios to Beth.Pernerewski@ehealthinitiative.org.
- Quotations and Descriptions for PR Materials. Additionally, we are developing a supporting quote and background information sheet for our news release. Please provide a 2-3 sentence quote from your organization's spokesperson around the impact your program has made and how it fits into the overall health and health IT effort. We'd also be happy to include a paragraph or two regarding the program that was honored as well as the boilerplate for your organization.
- Photos. eHI staff is preparing a brief slide presentation for the award ceremony. We ask that you submit 2-4 photos that illustrate your project: key staff members, clinicians, screenshots, buildings or project sites, anything that represents your project.

Please note, your organization will be included in an eHealth Initiative news release. You are welcome to develop your own press release or other promotional materials, however, we ask that they not be

distributed until after we have issued the eHI news release on January 11th. We'd also appreciate getting a copy of any press materials you develop in advance of distribution.

Again, congratulations! If you have any questions, don't hesitate to contact me. I look forward to meeting you in person.

Sincerely,

Jennifer

Jennifer Covich Bordenick
Chief Executive Officer
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HURRY! Register for the January 11-12 - [2012 Annual Conference Improving Care Through eHealth: Cancer, Diabetes, Heart Disease](#)