

SETMA's Dr. Holly receives national primary care award



Dr. James Larry Holly speaks at the Patient-Centered Primary Care Collaborative in Washington, D.C., Nov. 12, 2014, after receiving the inaugural Patient-Centered Medical Home Practice Award.

James Larry Holly, M.D., Beaumont family physician and CEO of Southeast Texas Medical Associates accepted the inaugural Patient-Centered Medical Home Practice Award in Washington, D.C., Nov. 12, 2014, from the Patient-Centered Primary Care Collaborative.

A patient-centered medical home is a model or philosophy of patient care that is patient-centered, comprehensive, team-based, coordinated, accessible and focused on quality and safety. Marci Nielsen, Ph.D., M.P.H., CEO of the Patient-Centered Primary Care Collaborative, said the award recognizes a primary care practice that serves as a model for medical home transformation through innovation in practice design, partnership with patients in quality improvement and exemplary leadership in promoting the practice of team-based primary care. The Board of Directors of the Collaborative specifically cited, among other qualities, Dr. Holly's genuine concern and focus on patients and families and the role they play in practice transformation.

"Larry Holly is an inspiration to many

of us who practice family medicine and primary care," said Carlos Roberto Jaén, M.D., Ph.D., FAAFP, professor and chairman of the Department of Family and Community Medicine in the School of Medicine, UT Health Science Center at San Antonio. "His leadership of the highly successful SETMA, his advocacy of the concept of a patient-centered medical home, his embracing of technology to create practice efficiencies, his inclusion of patients in improving his practice operations, and his support of medical education and training for the next generation of primary care physicians are impeccable qualities to emulate."

"I am grateful for this award, and I receive it for all those legions of people that should be here tonight ... in order to recognize the value of what they have done," Dr. Holly said during his acceptance speech. "SETMA receives this honor with gratitude — not with arrogance or pride, but with humility and gratitude. Out of gratitude comes diligence, discipline and determination to continue to do what we are doing, to do it better next year than

we have done it this year, and the year after that to do it better still."

Medical Home Summit

Dr. Holly and other SETMA representatives were also invited to present a four-hour pre-conference presentation at the Medical Home Summit March 23-25, 2015, in Philadelphia.

"I am invited to tell SETMA's story all over the country," Holly said. "When this invitation came, I thought about taking members of SETMA's accreditation team. This is unique in healthcare, and others are wanting to learn about our approach. Many groups have come to SETMA to learn how to do what we have done. We have had groups from mainland China, we have a group coming from Australia, Baylor/Scott and White, Kelsey Seybold, multiple schools of medicine including University of Texas and Texas A&M. In addition, SETMA has a Patient-Centered Medical Home Externship for senior medical students and primary care residents where they spend a month at SETMA to learn about PC-MH"

The summit is an opportunity to not only share SETMA's success with its patient-centered medical home approach, Dr. Holly said, but it is also a chance to bring other medical professionals from across the nation onboard with the PC-MH philosophy of care.

"This is one of the principle conferences for the promotion of the PC-MH practice method," he said. "There are appropriately 661,400 physicians practicing in the USA.

"With 246,090 in primary care and 45,107 working in PC-MH practices, 18.33 percent of primary care physicians are participating in patient-centered medical homes. Those who are working in a PC-MH practice can compare their performance to SETMA's. Those who have not begun this pilgrimage can learn why they should and how they can proceed. In such

a conference, (we) can address the challenge Abraham Lincoln gave in his 1856 House Divided speech when he said, 'If we could first know where we are, and whither we are tending, we could better judge what to do, and how to do it.'

This is what is needed in healthcare today. From SETMA, others can learn how to answer the questions posed by Lincoln of where we are, where we are headed, what to do, and how to do it."

Others can benefit by attending the conference, which is not strictly for physicians, Dr. Holly said.

"Employers, health plan administrators, patient advocate representatives, advocates for vulnerable populations, state, local and federal government

agencies and others can learn what the most innovative and creative changes taking place in healthcare delivery are," he said.

Topics discussed by SETMA will include:

- SETMA's Medical Home Journey – the Continuing Pursuit of Excellence
- Unique Billing for PC-MH – Transitions of Care/ HCC Risk Management Audits for PC-MH
- PC-MH Community Council – The Staff, Value and Purpose of a Community Council for PC-MH
- Data Informatics – The Power of Informatics and the Philosophy of Quality Metrics in PC-MH
- PCMH Story Telling – Value and Imperative
- PCMH Medical Student



and Residency Externship

• Patient-Centered Conversation – Patient Activity, Engagement and Shared Decision Making – Transforming a Patient Encounter into Real PC-MH Visit

SETMA, which has recently welcomed five new physicians and will add 10 more in the next 12 months to expand its ability to provide PC-MH services to a larger group of people and to continue to influence healthcare in Southeast Texas, is the only practice in America to have received accreditation by the Joint Commission, National Committee for Quality Assurance, URAC, and the Accreditation for Ambulatory Health Care, Dr. Holly said.

For more information about the Medical Home Summit and SETMA's role in the conference, visit www.medical-homesummit.com.

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