



HIMSS Announces 2012 Physician IT Leadership Award Winner

Recipients of this award must be active members of HIMSS and an MD or a DO

Chicago (January 21, 2013) James L. Holly, MD, has been named the recipient of the [2012 HIMSS Physician IT Leadership Award](#).

The Physician IT Leadership Award recognizes significant leadership in the area of applying IT to the needs of physicians while serving the Society and/or the industry. The Physician IT Leadership Award can be made for a single exceptional contribution, for a sustained contribution, or for a lifetime of exceptional leadership.

Dr. Holly is a dedicated supporter of [HIMSS](#), serving on committees and volunteering as an educator on many occasions. In 2012, he began a two-year term on the 10-member [HIMSS Innovation Committee](#), after being selected from a pool of more than 100 applicants. In 2011, he served on the [HIMSS Patient Safety and Quality Outcomes Committee](#). Over the years, Dr. Holly has made numerous presentations at HIMSS events and contributed articles and resources to HIMSS initiatives. He also received the 2005 [HIMSS Ambulatory Care Davies Award of Excellence](#) for his practice's use of its EHR system.

Throughout his career, Dr. Holly has championed health IT and data management to improve patient care. Currently, Dr. Holly serves as an adjunct professor at the University of Texas Health Science Center and clinical associate professor at Texas A&M Health Science Center College of Medicine. After working as an emergency physician and solo practitioner, he co-founded [Southeast Texas Medical Associates \(SETMA\)](#) in 1995, and by 1999 had implemented an electronic health record (EHR). Today, Dr. Holly's multispecialty clinic is recognized by the [National Committee for Quality Assurance \(NCQA\)](#) as an advanced, Tier III Patient Centered Medical Home. In 2012, he oversaw SETMA's selection as one of 30 exemplar ambulatory practices for the [Robert Wood Johnson Foundation's](#) Project LEAP (Learning from Exemplar Ambulatory Practices).

As early as 2000, SETMA began auditing and analyzing data to look beyond individual patients to assess the quality of its population management under his leadership. This process evolved into the [SETMA Model of Care](#), using real time data collected from an EHR, paired with benchmarking tools. The SETMA Model of Care provides a framework for reporting, analyzing, making informed decisions, and continuously improving the quality of patient care. Despite a rapidly growing and aging patient population, Dr. Holly and the other SETMA providers have enhanced patient outcomes. Improvements in diabetes care, for example, have led to NCQA recognition and [Joslin Diabetes Center](#) affiliation. Dr. Holly publicly posts performance measures on his practice website against more than 270 endorsed quality measures from organizations such as [HEDIS](#); [National Quality Forum \(NQF\)](#); NCQA; [Physician Consortium for Performance Improvement \(PCPI\)](#); [Physician Quality and Reporting System \(PQRS\)](#); and

[Assessment and Qualifications Alliance](#) (AQA). To share his accumulated knowledge and perspective, in 2011 he endowed the First Distinguished Professorship and Lectureship in Patient Centered Medical Home at the University of Texas Health Science Center.

Dr. Holly will be honored at the 2013 [Annual HIMSS Conference & Exhibition Awards Banquet](#) on March 5, 2013, from 6:30 – 9 p.m. at the Hyatt Regency New Orleans during the [2013 Annual HIMSS Conference & Exhibition](#).

“The contributions of Dr. James Holly have helped move forward the adoption of health IT to improve the quality of patient care,” said Howard M. Landa, MD, Chief Medical Information Officer, Alameda County Medical Center, and HIMSS Physician Committee chair. “The HIMSS Physician Community congratulates Dr. Holly on receiving this well-deserved award.”

About HIMSS

HIMSS is a cause-based, not-for-profit organization exclusively focused on providing global leadership for the optimal use of information technology (IT) and management systems for the betterment of health and healthcare. Founded 52 years ago, HIMSS and its related organizations are headquartered in Chicago with additional offices in the United States, Europe and Asia. HIMSS represents more than 52,000 individual members, of which more than two thirds work in healthcare provider, governmental and not-for-profit organizations. HIMSS also includes over 600 corporate members and more than 225 not-for-profit partner organizations that share our mission of transforming healthcare through the best use of information technology and management systems. HIMSS frames and leads healthcare practices and public policy through its content expertise, professional development, research initiatives, and media vehicles designed to promote information and management systems' contributions to improving the quality, safety, access, and cost-effectiveness of patient care. To learn more about HIMSS and to find out how to join us and our members in advancing our cause, please visit our website at www.himss.org.

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