



August 17, 2011

John M. Eisenberg Patient Safety and Quality Awards  
National Quality Forum  
Education Department  
601 13th Street, NW  
Washington, DC 20005

To Whom It May Concern,

The Patient-Centered Primary Care Collaborative would like to write in strong support of Dr. Larry Holly's nomination for this year's Eisenberg Patient Safety and Quality Award. Dr. Holly is a true pioneer in improving health care quality in primary care and is one of our greatest champions for the patient-centered medical home. Dr. Holly was providing a medical home at SETMA before it was called such. He has long known the value of providing high-quality, coordinated, comprehensive primary care in the community as do his patients.

At SETMA, Dr. Holly has developed a model patient-centered medical home that engages patients and their families in positive ongoing relationships with their clinicians. Further, he has demonstrated that the patient-centered medical home improves the quality of care delivered and helps control the unsustainable rising costs of health care for both individuals and plan-sponsors. The patient-centered medical home has become a viable means for transforming health care delivery in the U.S., and Dr. Holly has demonstrated that it can be a replicable, sustainable model into the future. Dr. Holly has developed several innovative practices in his primary care practice to improve the quality of the care delivered that incorporates enhanced access and communication, improves coordination of care and actively engages patients and families as partners in their health care. Dr. Holly is regularly sought as an expert advisor and speaker by organizations around the country, including the Collaborative, to share his knowledge and innovative strategies for improving the delivery of primary care.

We truly hope you will consider Dr. Holly for this much deserved award! I would be more than happy to provide additional information about Dr. Holly's innovations in the practice of quality primary care and patient safety through a patient-centered medical home. Feel free to contact me at [agibson@pcpcc.net](mailto:agibson@pcpcc.net) or 202-724-3332.

Sincerely,

A handwritten signature in cursive script, appearing to read "Amy Gibson".

Amy Gibson, MS, RN  
Interim Executive Director