



*International Business Machines Corporation
2070 Route 52
Hopewell Junction, NY 12533*

August 12th 2011

National Quality Forum and the Joint Commission
Nomination Letter of Support for James L. Holly, MD
2011 John M. Eisenberg Patient Safety and Quality Award
Individual Achievement

Dear Sir:

As the Founder and President of the Patient-Centered Primary Care Collaborative (www.PCPCC.net), and IBM's Global Director of Healthcare Transformation, I have the opportunity to meet thousands of healthcare providers. At a time when creativity, resourcefulness and innovation are critical in healthcare improvement, Dr. James L. Holly and the organization he founded, Southeast Texas Medical Associates (SETMA), LLP, in Beaumont, Texas, stand out I mean really stands out. When asked by CMS CMMI and the ABIM to advise who the example to look at it was SETMA and Dr Holly at the top of the list.

My knowledge of and experience with Dr. Holly has been through our shared vision and mission for expanded the Patient-Centered Medical Home (PCMH) as a model of healthcare transformation. Dr. Holly has been a tireless advocate at the local, state and national level for patient centric care including a weekly newspaper column. In the past thirty months, he has written over 75 articles on Patient-Centered Medical Home and national health policy. I and many other have benefited from being on his mailing list for those articles.

In 2010, the PCPCC undertook to examine the relationship between the PCMH and chronic disease management of diabetes. Through a cross walk of the Joint Principles for the Patient-Centered Medical Home and the diabetes measurement sets of the Centers for Disease Control and the National Committee for Quality Assurance's Diabetes Recognition Program, PCPCC engaged Health2 Resources to develop a 29-question web-based survey.

From this survey, twenty practices were selected for in-depth interviews designed to illuminate elements of diabetes care that closely aligned with the principles of medical home. This was developed into ten case studies which were published in PC-PCC's 74-*[age Practices in the Spotlight: The Medical Home and Diabetes Care*. SETMA is one of the "spotlighted" practices.

Subsequently, Dr. Holly was invited to address the national meeting of the PCPCC. In both the published material and Dr. Holly's address I was intrigued by the fact that his

practice is caring for the most vulnerable and needy of people and that they have eliminated ethnic disparities in diabetes care. In 2006, he led his practice to go beyond what is usual in healthcare and formed The SETMA Foundation which pays for the care of SETMA's patients who cannot afford care. In the past three years, the partners of SETMA have given \$1,500,000 to that Foundation, and, none of those funds can profit, or be paid to SETMA.

Dr. Holly has also been an innovator in the use of Business Intelligence software in healthcare. His use of analytics in the SETMA Model of Care is amazing, leading his practice to be a semi-finalist in the prestigious Gartner Awards for Excellence in Business Intelligence, a first for any healthcare organization. He has made a major contribution to IBM's development of the "Analytics Quotient" to promote the use of analytics for the improvement of population health.

Dr. Holly designed a tool to use electronics to give each patient seen at SETMA a "What If Scenario" in relationship to their personal disease risk. This shows the patient that "If they make a change in the life style; it will make a difference!" A simple concept, but a complex process in a multi-specialty clinic, solved by electronic health records and business intelligence working together with creative and innovative leadership.

There are many healthcare providers worthy of recognition by the NQF and the Joint Commission, none more so than James L. Holly, MD.

Sincerely

Paul Grundy

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Fellow IBM Industry Academy

IBM's Global Director of Healthcare Transformation

President Patient Centered Primary Care Collaborative

