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


It is my privilege to write this letter in support of James L. Holly M.D. for the 2011 John M. Eisenberg patient Safety and Quality Awards. I have known Dr Holly for over 10 years in his capacity as founder and chief medical officer of Southeast Texas Medical Associates (SETMA) the largest and most progressive multi-specialty group in our community. He has spearheaded numerous sustainable medical quality initiatives in his medical group that has impacted thousands of patients in our region. Not only has he been in the forefront of establishing and measuring quality initiatives and standards of care, but has also created systems to modify clinical behavior where appropriate.

As Chief Medical Officer of SETMA, Dr. Holly pioneered the early use of electronic health records in Southeast Texas and quickly expanded it into all aspects of patient care from incorporating national standards of care, to global disease management by each practitioner on every patient encounter. He established a system which tracks each provider by quality care standards, publicly reports the data, thus improving the clinical performance of each individual provider. This has been very conducive to improved patient care. SETMA has developed a medicine reconciliation system throughout all locations enhancing the safety of patient care.

Dr. Holly has implemented "The Baton" which passes goals, education, and treatment plans from the providers to the patients empowering them to participate proactively in their own healthcare. He has established telephonic and home visits by nurses to maintain patient self-management in Diabetes and Nutrition Therapy.

Dr. Holly leads SETMA's research activities utilizing SETMA's database in a number of studies ranging from performance improvement to cost-analysis research. He has also led SETMA to receive numerous national awards and recognition for establishing and developing unique sustainable systems to enhance patient care while utilizing current standards and modern technology in a cost effective manner.

As the founder and Senior Medical Officer of SETMA, he has mentored many physicians towards quality patient care and safety. Dr. Holly is a visionary physician who has worked tirelessly and creatively to combine current and future medical standards and technology to elevate the level of medical care of our community and our nation. It is my honor to strongly recommend Dr Holly for the 2011 John M. Eisenberg patient Safety and Quality Awards.

Sincerely,

Rodolfo P. Sotolongo MD