

William L. Henrich, M.D., M.A.C.P.  
President  
Professor of Medicine

August 11, 2011

Attention: John M. Eisenberg Patient Safety and Quality Awards  
National Quality Forum  
Education Department  
601 13<sup>th</sup> Street, NW  
Washington, DC 20005

Dear Sir:

I am pleased to provide this letter of support for Dr. James L. Holly and the Southeast Texas Medical Associates (SETMA) for the 2011 John M. Eisenberg Patient Safety and Quality Awards recognition.

I have known Dr. Holly for the past five years, as he is a distinguished alumnus of our School of Medicine. In addition, I have watched carefully as he has built a remarkable infrastructure in patient safety and quality into what I believe is now an outstanding private practice in Texas. The documents which Dr. Holly has submitted are evidence of SETMA's and his devotion to patient safety and quality care. What is not as evident to the review committee is, perhaps, Dr. Holly's personal dedication to this effort. In this regard, he has worked tirelessly to change the quality of patient care in a community in which the incidences of diabetes, metabolic syndrome and heart disease are so prevalent. On many occasions, he has devoted his own personal resources to make certain that progress was made in building the needed factors in creating an outstanding practice.

Ever since I have known Dr. Holly, he has been clear about his desire to see primary care medicine deliver on its potential to provide education, medically sound and evidence-based clinical care and compassion to patients and their families. As documented in the accompanying materials, the SETMA practice has been awarded numerous honors and accolades including the Davies Award in 2006 and several important NCQA recognitions.

As evidence of his dedication to this effort, there is the recognition of the SETMA practice as a Joslin Diabetes clinical affiliate, the only such affiliate in Texas. The process to qualify for this recognition is rigorous and is typical of the effort which Dr. Holly and his colleagues expend routinely on behalf of patient care. The electronic medical record system which Dr. Holly has implemented across the practice is sophisticated and participates in all aspects of the SETMA model of care -- a paradigm of full transparency for physician providers, physician extenders

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and, importantly, patients and their families. Innovative programs such as the weight loss program in the SETMA practice are successful in no small part due to the superb infrastructure which has been built. Finally, all of these factors in the SETMA practice which lead to this excellent care are devoted to patient safety and quality and effectiveness and are at the same time constantly being renovated so that they result in continuous improvement.

In looking over the qualifications for the prestigious John M. Eisenberg quality award, I can think of no practice more meritorious than the SETMA practice and no person more qualified or deserving of this award than Dr. James L. Holly. For all these reasons, I enthusiastically support his candidacy for this award and that of his practice. Should you have any further questions regarding this matter, please do not hesitate to let me know.

Sincerely,

A handwritten signature in dark ink, reading "William L. Henrich". The signature is fluid and cursive, with a long horizontal stroke at the end.

William L. Henrich, MD, MACP  
President and  
Professor of Medicine

WLH/cma