

# James L. Holly, M.D.

## Alumnus receives national primary care award

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By Will Sansom

James Larry Holly, M.D., a Beaumont family physician and CEO of [Southeast Texas Medical Associates](#), received the inaugural Patient-Centered Medical Home Practice Award from the Patient-Centered Primary Care Collaborative. Dr. Holly is an alumnus of the School of Medicine where he served as president of the [School of Medicine Alumni Association](#) for five years and was recognized as Distinguished Alumnus in 2012.

“Larry Holly is a personal friend of mine and a faithful friend and alumnus of the School of Medicine, and his support is helping countless numbers of our students,” said William L. Henrich, M.D., MACP, president of the Health Science Center. “He regularly brings his vision

for primary care and student education to our campus. We join him in celebrating this significant and well-deserved award.”

### **Focus on patients, families**

A patient-centered medical home is a model or philosophy of patient care that is patient-centered, comprehensive, team-based, coordinated, accessible, and focused on quality and safety. Marci Nielsen, Ph.D., M.P.H., CEO of the Patient-Centered Primary Care Collaborative, said the award recognizes a primary care practice that serves as a model for medical home transformation through innovation in practice design, partnership with patients in quality improvement and exemplary leadership in promoting the practice of team-based primary care. The board of directors of the collaborative specifically cited, among other qualities, Dr. Holly’s genuine concern and focus on patients and families and the role they play in practice transformation.



“At the end of the day, it is leaders such as Dr. Holly who change the way medicine is practiced,” said Francisco González-Scarano, M.D., dean of the School of Medicine and vice president for medical affairs, UT Health Science Center. “They inspire with their vision and model the way with their practices.”

"Larry Holly is an inspiration to many of us who practice family medicine and primary care," said Carlos Roberto Jaén, M.D., Ph.D., FAAFP, professor and chairman of the Department of Family and Community Medicine in the School of Medicine. "His leadership of the highly successful SETMA, his advocacy of the concept of a patient-centered medical home, his embracing of technology to create practice efficiencies, his inclusion of patients in improving his practice operations, and his support of medical education and training for the next generation of primary care physicians are impeccable qualities to emulate. We are so fortunate to count him among our School of Medicine alumni."

Dr. Jaén occupies the Dr. and Mrs. James L. Holly Professorship in the School of Medicine and sees patients in the school’s clinical practice, UT Medicine San Antonio.