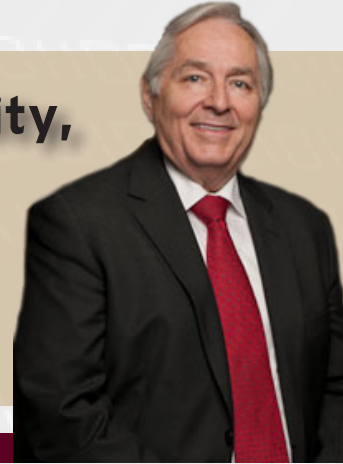


The Center for Health Organization Transformation invites you to attend

**"Business Intelligence for Improving Quality,
Outcomes, and Clinical Practices:
Continuing the Health Transformation
Journey at SETMA"**



**by Dr. James Holly, MD, CEO
Southeast Texas Medical Associates (SETMA)**

When: Friday, January 28, 2011, 9:00 – 11:00 AM

Where: SRPH Classroom Bldg, Rm. 110

Three Reasons to Attend:

- 1. January 2011: SETMA chosen as a Tier One selection for the HIMSS-ASQ-NPSF-NCQA Stories of Success Program**
- 2. November 2010: SETMA becomes an affiliate of Joslin Diabetes Center, the world's preeminent diabetes research and clinical care center in Boston**
- 3. June 2010: SETMA was named an NCQA top tier patient-centered medical home**

"Dr. Holly's SETMA has achieved a very impressive level of integration of clinical and information technologies that benefits the clinic's patients, the care team, and the community." -Dr. Larry Gamm, CHOT Director

