

James L. Holly, M.D.

AAAHC Primary Care Task Force – Introduction of SETMA

In preparation for our introductory AAAHC Primary Care Task Force Meeting on Thursday, March 5, 2015, I am sending this introduction.

1. Southeast Texas Medical Associates, LLP (www.jameslhollymd.com) – Founded 1995 in Beaumont, Texas, now with seven locations in four communities. Multi-specialty, EMR used since 1998. Medical Home Accreditation since 2010.
2. Commitment to PC-MH and accreditations:
 - a. **AAAHC Accreditation PC-MH and Ambulatory Care – accredited in 2010, 2011-2014, 2014-2017**
 - b. NCQA PC-MH, Diabetes Recognition, Heart/Stroke Recognition, Distinction in Patient Experience Reporting – 2010-2013, 2013-2017
 - c. URAC PC-MH with EMR Distinction – 2014-2017
 - d. The Joint Commission PC-MH & Ambulatory Care – 2014-2017

[Accreditations](#)

3. Publication released this week about SETMA -- [Vital Signs – Examiner Publication](#)
 - a. **Portrait of Providers and Executive Management** – Double Truck Ad entitled, “Large Enough to Meet Your Needs; Small Enough to care About You Personally.”
 - b. **SETMA Knows the Way** referencing Abraham Lincoln’s 1856 quote, “If we could first know where we are and whither we are tending; we could better judge what to do and how to do it.” SETMA thinks this perfectly describes the power of data analytics in primary care.
 - c. **May, 1999 Four Seminal Events**, including ten principles written in 1999 and which became the foundation of SETMA’s medical home.
[May, 1999 -- Four Seminal Events in SETMA's History](#) -- this link is to the full article about Four Seminal Events. For the past seventeen years, I have written a health column each week. This is one of them. A series of over 100 on Medical Home can be found under Your Life Your Health at the icon Medical Home.
 - d. **Announcement of Dr. Holly’s receiving of the inaugural PC-PCC Patient-Centered Practice Award** -- [Vital Signs - Examiner Publication](#)

4. Article about SETMA's Accreditation and members of **Community Council** presenting a preconference at 7th Annual Medical Home Summit in Philadelphia: [Medical Home Summit](#).
5. SETMA's hosts Senior Medical Students and Primary Care Residents in a Patient-Centered medical Home Externship. The following links give access to the Externship syllabus and to details about PC-MH:
 - [Senior Medical Student Externship - SETMA's MS4 Patient-Center Medical Home Selective Syllabus](#)
 - [Medical Home](#)

Behavioral Health and Mental Health Integrated into PC-MH

I was particularly pleased to see that the AAAHC Primary Health Care Task Force will be working on standards for the integration of Behavior Health into the AAAHC PC-MH Standards. Behavioral and Mental Health are major goals of SETMA for 2015. A description of SETMA's accomplishments in 2014 and of our plans for 2015 are discussed at [A Review of 2014 and What We Expect for 2015](#). In this article, we introduce our commitment to deepening our understanding and expanding our providing of behavioral health and mental health services integrated with PC-MH. To this end, we set goals for 2015; the following are three of them:

1. "Expanding our service to Southeast Texas by inviting ten physicians to join SETMA's healthcare team, including psychiatry, and other greatly needed services.
2. "Expanding our mental health services to all of our patients who need help in coping with complex healthcare challenges.
3. "To deepen our understanding of and practice of Patient-Centered Medical Home particularly in the areas of patient-centered conversations, shared-decision making and patient activation and engagement."

On May 1st our first psychiatrist joins SETMA. Dona Keith, MD, will work in conjunction with our Care Coordination Department to lead our behavior and mental health efforts and to expand our Behavior Health program. In addition, due to the work of Dr. Syed Anwar, one of SETMA's partners and a member of our staff since 1996, SETMA will be working with Lamar University's Carl J Sheperis PhD, NCC, CCMHC, MAC, ACS, LMHC, LPC Chair, Counseling and Special Populations Lamar University. Under Dr. Sheperis' leadership, Lamar's department has been expanded to 30 PhD's, \$4,000,000 of research grants and hundreds of MSW, MS and PhD students.

Under one of the research grants, up to 20 advanced degree students will be working within SETMA to provide primary mental and behavior health. They will be collecting the data from tools SETMA has used for years on stress, wellness, pain, depression, pain management and Transtheoretical Model Assessment of Readiness to Change all of which can be seen at the following links:

- [Patient-Centered Medical Home Annual Questionnaires](#)
- [Depression Template](#)

- [Pain Management Tutorial](#)
- [Medical Home Transtheoretical Model Assessment Stages of Change Tutorial](#)

In response to our first preliminary meetings with Dr. Keith and with Dr. Sheperis, Dr. Sheperis commented:

“You have a unique healthcare organization. Because you are a systems thinker, let me offer an archetype for my experience. Over the last 25 years in behavioral healthcare I have experienced an accidental adversaries archetype between primary care and behavioral healthcare. Each has been in the service of helping people but have not recognized the impact of one's area of practice on the other. Quite unintentional.

“The idea of placing a psychiatrist in your organization is advanced thinking that has not been widely accepted. That excites me. The fact that your whole leadership team is interested in growing in this way is amazing. For years we have pushed harder on feedback loops to leverage system change without much success. My initial impression is that you and your team are trend setters. So, I am not offering praise because you asked. Honestly, if I thought you were insecure about your business profile and had to ask for praise, I would have walked away.

“When I got to Lamar, my department was generating \$200,000 per year in tuition revenue and had zero initiatives. The faculty members did not have vision and there was little to be excited about. Jimmy Simmons called me and told me he wanted me to come to Lamar and make a difference. He gave me the freedom to create (which I love). Ken Evans, our new president, has a great vision and has been fully supportive of my efforts. In the last three years, I created a team and grew the enrollments from about 200 students to 1700 with a \$12 million dollar revenue stream. I have additional program development that should double that revenue in the next two years.

“When I interviewed with the faculty at Lamar, they reviewed my record and did not believe I would stay. They asked me how long I thought I could commit to Lamar and Beaumont with the belief that it would be short term. I told them that I would not commit without the ability to build new initiatives and a dedication to growth. With those things present, I would commit to Lamar until we became the number 1 programs in the country and I had nothing left to offer. We had one group rank us at #8 this year. I might have to amend my commitment until #1 in the world hits. Since being at Lamar and achieving success, I have been recruited nationally for Dean positions and Vice President positions at very large institutions. I have unequivocally said no. I am committed to Lamar and I believe that Lamar is committed to me. I see myself in a VP role at Lamar in the coming years.

“All that being said, I want to create a partnership with SETMA. I like aligning with change agents who have the same work ethic I do. I am a 24/7 commitment. The faculty members I have brought on board are of the highest caliber in the country and they are just as committed as I am. The changes at Lamar would not have happened alone. I am very good at selecting personnel and that has led to change. I am also good at selecting groups for partnership. I have been excited about SETMA since Dr. Anwar and I started brainstorming some ideas. When you pulled the curtain back a little and showed me the systems foundation and the transtheoretical model, I was

elated. I have used and taught both for 20 years. SETMA is a unique entity and I do feel humbled to have an opportunity to create change with you.

“Just as a last piece of information about me. I have also written six textbooks. My research and assessment books are the most used in the mental health profession. My research text is used by hundreds of universities including Harvard. I can keep track of how many schools use my assessment book. Again, I offer this to say that I can sit back and continue doing what I am doing or I can embrace the opportunity that is in front of us. I am committed to working with you. Carl J Sheperis PhD”

When Dr. Sheperis returns from a two week trip to China, I would like to discuss whether or not AAAHC would be interested in integrating him into the Task Force’s work on Behavioral and Mental Health. It is a coincidence that last summer SETMA was visited by seven representatives from China and that now they are translating SETMA’s PC-MH materials into their language. Later this month, seven physicians from Australia will visit SETMA.

Thank you for inviting me to participate on this Task Force.

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