

# James L. Holly, M.D.

## Follow-up To Burdick Visit 1.24.2017

January 25, 2017

Mr. Ken Burdick:

Dear Ken:

SETMA's Partners and Executive Management, which comprises SETMA's Governing Board, wish to thank you and Penny, Peggy and Erin for hosting our lunch meeting yesterday. Thank you very much.

As you said, your scheduling and attending this gathering indicates the sincerity of your commitment to work with SETMA and to honor the agreements under which we have worked with UA and its predecessors for the past twenty years. I know that twenty years is a key benchmark to you as your return to Florida was dictated by your lunch today with your staff that have been with Well Care for twenty years.

As you continue to learn of the history and operation of Universal American and of some of its key components such as SETMA, the following link is to a May, 1999, experience, in which month, SETMA experienced "four seminal events" which have defined and guided our growth and development over the past 18 years: <http://www.jameslhollymd.com/Your-Life-Your-Health/may-1999-four-seminal-events-in-setmas-history>.

Being introduced to you and having the opportunity to introduce ourselves was a good beginning in our collaboration. Drs. Anwar and Thomas' comments to you toward the end of our time were on point. Disruption in a market, creates great opportunity and so it has in Southeast Texas. Both the recent market changes, market pressures and the Presidential election have created a "golden opportunity" for expansion and for the capturing of a larger market share.

The three previous partners with SETMA in this business – HMO Texas, Heritage Health Systems via Select Care of Texas, and Universal America – have each found our relationship beneficial and have had occasion to contribute directly to SETMA's growth and development. That and our own reinvestment of over thirty million dollars of profits has seen SETMA grow from five physicians in one location with 19 staff in 1995 to our current deployment of six clinical locations, with over 275 staff and 47 healthcare providers.

As we have expanded our systems and management capabilities, we have met and exceeded every national standard of care and of excellence. Daily we track, audit, analyze and report on all Medicare Advantage Stars metrics, ACO metrics, all HEDIA measures, MIPS standards and numerous other measures of quality and safety. All of this has enable us to earn and maintain accreditation for Patient-Centered Medical Home and for Ambulatory Care from NCQA (2010-2019), AAAHC (2010-2017), UJRAC (2014-2017) and Joint Commission (2014-2020).

SETMA has been awarded every significant national recognition for excellence and quality in healthcare, including the HIMSS Davies Award, the HIMSS Stories of Success (a peer reviewed award), the HIMSS Physician IT Leadership Award, Robert Wood Foundation Exemplar Practice Award and many others.

We are prepared, in cooperation and in collaboration with Well Care to extend this past experience and performance to our new relationship. We look forward to your next visit to Southeast Texas so that we can personally introduce you to our systems and organization and thank you again for your visit yesterday.

Sincerely Yours,

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