

James L. Holly, M.D.

Letter from a Major Pharmaceutical Company Executive about Assessment of SETMA April 24, 2014

From: Pam

Date: April 24, 2014 at 9:31:53 AM CDT

**Subject: Follow-up to meeting with a Major Pharmaceutical Company on Wednesday
April 23, 2014**

Dr. Holly,

Well you beat me too it! Thank you as well, it was a great conversation & we continue to learn every day as we move forward in this new healthcare environment. For all those on the distribution, I am honored that I could provide insight into your progress.

A little background, you can see my title below. Yes, I lead a pharmaceutical team of about 100 people. In the past, we have followed a “traditional” approach to working with providers. Now, in this new world we are seeking to partner and earn a seat at the table to provide solutions that are “patient centric” while meeting the needs of providers. IE: solutions that support disease states & assistance with helping providers meet the Quality metrics, etc. In order to do so, we have sought out to learn all we can about “meaningful use”, and how it impacts the provider from HIT, protocols, etc. We have learned about quality metric incentive programs as it relates to commercial and Part D reimbursements and frankly how offices are now required to interact and “prove” their impact. This presents all kinds of opportunities with other organizations. SETMA is so far advanced with this approach & leading by example that it is challenging on my end to find alignment points.

As I prepared to meet with Dr. Holly, I sought out to learn about your practice and understand what your needs might be. My first insight-SETMA is light years ahead with technology. Many offices have just recently converted and those that had earlier, are now faced with challenges of HIT companies closing doors, not following up on “issues” or not enhancing the systems to provide needed capabilities. Your system is AMAZING. It’s capabilities (& John) allow for quick learning’s and thus, quick adjustments on your end.

Second, I don't know of another practice that has the accreditations that you hold. This represents more than just marketability; it represents a team of healthcare providers working closely together to ensure many details are met to reach these goals. It speaks volumes to your team, how you lead them, & the culture you have built over time. A true team.

Lastly, how your organization involves so many for the benefit of the patient is somewhat overwhelming. Your Patient Centered Medical Homes, your Community Council & the SETMA Foundation just to name a few.

Please know that you are setting an excellent example of how it should be done. Your organization is truly changing the approach to healthcare & showing others what good looks like.

My commitment to Dr. Holly, we will continue to work to find that alignment point that serves patients and truly helps your organization. I look forward to working with Dr. Holly and redefining what it means to work together between providers and the pharmaceutical industry.

Sincerely,

Pam

From: James L. Holly [<mailto:Jholly@jameslhollymd.com>]

Sent: Thursday, April 24, 2014 6:47 AM

To:

Subject: Follow-up to meeting with a Major Pharmaceutical Company on Wednesday April 23, 2014

Thank you for the visit yesterday. The possibility of working together on leadership team building is a new concept for us. Your response to SETMA and our work, and where we fit into the national picture was refreshing.

I know that my partners and colleagues would like to hear directly from you about your judgment of what they have achieved and how it compares with other organizations with which you are familiar. I am looking forward to work with you.

I have copied the key people so that if you choose, you “replay to all” and encourage them in their work. These addresses include:

- SETMA Providers
- Executive Management Team
- SETMA Care Coordination Department
- Hospital Service Team
- SETMA’s Accreditation Team

Thank you

James (Larry) Holly, M.D.

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