

James L. Holly, M.D.

The Importance of Data Analytics in Physician Practice

July 10, 2015

Dear Dr. Dillon:

Through The RWJF Leadership Network, I was directed to your keynote address, "How Technology & Info Serves Humans or Not." Outstanding address, I have referred it to my IT and Executive Management Staff.

As a brief introduction, I am the CEO of Southeast Texas Medical Associates, LLP in Beaumont, Texas. We are a multi-specialty medical group with 44 providers. We have used electronic medical records (EMR) since 1998. SETMA has been involved with RWJF in the LEAP Study since 2011: see <http://www.jameslhollymd.com/letters/Robert-Wood-Johnson-Foundation-PCT-LEAP>.

In May, 1999, SETMA experienced four seminal events (see <http://www.jameslhollymd.com/your-life-your-health/may-1999-four-seminal-events-in-setmas-history>) which defined our future.

These events included the morphing from EMR to electronic patient management (EPM) and the designing of a philosophical foundation to our work through systems thinking (The Fifth Discipline, Peter Senge -- <http://www.jameslhollymd.com/EPM-Tools/pdfs/designing-an-emr.pdf>).

Additional discussions of the impact of Senge's work on SETMA can be found at <http://www.jameslhollymd.com/Your-Life-Your-Health/pdfs/changing-healthcare-metanoia-a-shift-of-mind.pdf>; <http://www.jameslhollymd.com/Your-Life-Your-Health/pdfs/medical-records-beyond-electronic-medical-records.pdf>. The following is an important description of this work: <http://www.jameslhollymd.com/Your-Life-Your-Health/pdfs/HIMSS-Spanning-The-Specialties-to-Bring-You-The-Best-Standards.pdf>.

SETMA has discovered that while technology can treat disease, it cannot produce health. (See <http://www.jameslhollymd.com/Your-Life-Your-Health/pdfs/value-virtue-trust-and-hope-the-foundation-of-health-improvement.pdf>). And, we believe that while EMR and EPM are tools of our work only data analytics can effectively guide us (see <http://www.jameslhollymd.com/presentations/pdfs/tx-himss-the-importance-of-data-analytics-in-physician-practice.pdf>). The following addresses the power of data in our work: <http://www.jameslhollymd.com/Your-Life-Your-Health/Patient-Centered-Medical-Home-The-Power-of-Data-in-Designing-the-Future-of-Healthcare>.

We are also challenged by Abraham Lincoln's quote from 1858: "if we can first know where we are, and whither we are tending, we can better judge what to do and how to do it."

If you have the interest, I would enjoy hosting you for a visit to SETMA or visiting with you in Austin. The following gives you more information about SETMA:

<http://www.jameslhollymd.com/Accreditations/pdfs/accreditations.pdf>.

I look forward to hearing from you.

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