

THE GUIDELINE  
**ADVANTAGE™**



## Save the Date for Free Quality Improvement Webinars

Hosted by

The Guideline Advantage™

---

**Wednesday, June 13, 2012**

**Title: The Importance of Data Analytics in Physician Practice**

2pm-3pm CDT / 3pm-4pm EST

**Presenter:**



James E. Holly, MD, is Founder and CEO of Southeast Texas Medical Associates (SETMA). He is a graduate of the University of Texas Medical School in San Antonio, where he is an Adjunct Professor of Family and Community Medicine. In 1998, Dr. Holly led SETMA to adopt electronic medical records. SETMA has become a leader in healthcare informatics winning many awards including the HIMSS Davies award and the eHI Innovator of the Year in 2012. Dr. Holly writes and lectures extensively on health policy, informatics and healthcare transformation. SETMA is an NCQA Tier III Patient-Centered Medical Home and is accredited by AAAHC as a medical home. AHRQ published SETMA LESS initiatives on their Innovation Exchange.

At [www.setma.com](http://www.setma.com), SETMA publicly reports by provider name on over 250 quality metrics. Over 800 articles written by Dr. Holly are published on the website and over 140 articles written about SETMA are there as well. Dr. Holly serves on the Board of Directors of a federally qualified ACO and leads an IPA as President, Chairman of the Board and Medical Director.

**Advanced registration is required.**

**Registration page:**

<https://www.livemeeting.com/lrs/8002012614/Registration.aspx?pageName=vf88h143jzqx7fc7>

**Phone:** (866) 832-6378

**Conference ID:** 72854013

Register for upcoming webinars and review archives at  
[www.GuidelineAdvantage.org](http://www.GuidelineAdvantage.org)