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SETMA Begins Its 23rd Year

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Your Life Your Health

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On August 1, 2017, Southeast Texas Medical Associates began its 23rd year of service to Southeast Texans. Built upon the foundation of healthcare providers who have served Southeast Texans since 1975, SETMA providers have cared for residents of the Golden Triangle for over 42 years. In two year. as we begin our 25th year, SETMA will pass the point where electronic medical records (EMR) and electronic patient management (EPM) have been used for over 50% of the years in which SETMA providers have delivered care to the Golden Triangle.

Today only one of the founding partners remains. However, due to their resolution and their resilience in the face of challenges, all of the current partners have earned the distinction of “founding partners.” Over forty healthcare providers have come and gone in the past 22 years. Each, for their reasons, sought a practice elsewhere. Some have gone and returned. Others have lamented their departure, but each in their transition strengthened the resolve, mission and success of SETMA.

Since 1995, SETMA has grown from five providers in one location to 45 providers in six clinical locations. In that time, SETMA has transitioned from paper records to electronic medical records (EMR) and from the pursuit of EMR to the pursuit of electronic patient management (EPM). EPM involves the leveraging of the power of electronics to improve the outcomes of all patient care, to measure and publicly report the performance of all providers and to make it easier for providers to perform excellently, or, said another way, “to make it easier to ‘do it right’ than not to do it at all!”

SETMA has been successful, but more importantly through our website, through site visits from other clinics, providers and even nations, and through broad communications, we have impacted healthcare across America, into China, Australia and other countries. All of these contacts are now a part of “SETMA’s Story,” which continues to grow and to define our passion and resolve.

The following is a thumbnail sketch of why SETMA’s Model of Care can and should be adopted by others: [The SETMA Way - SETMA’s Model of Care Patient-Centered Medical Home: The Future of Healthcare Innovation and Change](#). Other healthcare organizations which adopt our methods, principles and philosophy can achieve the same success which we have experienced.

SETMA’s awards and accreditation are summarized at: [Awards - SETMA Awards and Recognitions](#) and [Accreditations - Awards and Achievements of Southeast Texas Medical Associates, LLP - 1995-2017](#). SETMA’s principal evidence of success is that SETMA remains the only practice in America to be accredited and/or recognized simultaneously by all four

Medical Home Accrediting agencies. They are:

- NCQA (National Committee for Quality Assurance) -- Tier III Patient Centered Medical Home (PC-MH), 2010-2019
- AAAHC (Accreditation Association for Ambulatory Health Care) -- PC-MH and Ambulatory Care, 2010-2017
- URAC -- PC-MH and Information Technology, 2014-2017
- Joint Commission -- PC-MH, Ambulatory Care and Reference Laboratory, 2014-2020

In addition, the most significant awards, achievements and anniversaries in SETMA's development are as follows.

- 1998 – Adopted electronic medical records
- 1999 – Determined to pursue electron patient management
- 1999 – Experienced and benefited from four seminal moments, generated by difficulties and/or negative events
- 2003 – Named as one of the 50 Exemplar Primary Care Practices by the American Board of Internal Medicine Foundation
- 2003 – Named Microsoft Healthcare Users Group (HUGs) Clinic of the Year
- 2006 – Received the Davies Award from The Healthcare Information and Management Systems Society (HIMSS). This is the most prestigious award given for the use of information technology.
- 2011 – Received eHealth Innovator Award for preventive health initiative, “Lose Weight, Exercise and Stop Smoking (LESS)”
- 2011 – LESS Initiative selected by the Agency for Research and Quality (AHRA) for inclusion on its Innovation Exchange which is peer reviewed, see: <https://innovations.ahrq.gov/profiles/multispecialty-practice-uses-electronic-templates-provide-customized-support-every-visit>.
- 2011 – Named one of Thirty Exemplary Practices for Clinical Decision Support by the U. S. Office of the Office of National Coordinator Health Information Technology, Health and Human Services.
- 2011 – First healthcare organization to be acknowledged for use of business intelligence and analytics; SETMA was awarded semi-finalist status in Gartner Award, see: <http://www.wtmnews.gr/software-07/6608-Gartner-Announces-Finalists-of-the-2011-Business-Intelligence-Excellence-Awards.html>.
- 2011 – Awarded HIMSS Stories of Success Tier I designation. This is a peer reviewed distinction for excellence in health care delivery, see: [In The News - SETMA Awarded Tier 1 Designation for Stories of Success by HIMSS, American Society for Quality \(ASQ\), National Committee for Quality Assurance \(NCQA\) and National Patient Safety Foundation \(NPSF\)](#).
- 2012 – Texas Physician Practice Quality Improvement Award (awarded for multiple years) see: [Awards - The Texas Physician Practice Quality Improvement Award Committee has recognized SETMA with The Texas Physician Practice Quality Improvement Award](#).
- 2012 – Named 2012 HIMSS Physician IT Leadership Award Winner, see [In The News](#)

- [- HIMSS Announces 2012 Physician IT Leadership Award Winner.](#)
- 2013 – Robert Wood Johnson Foundation (RWJF) named SETMA as one of 30 Exemplar Primary Care Practices, see [Your Life Your Health - Southeast Texas Medical Associates, LLP \(SETMA\) recognized as a National Model of Innovative Primary Care Practice](#) -- SETMA selected for participation in the Primary Care Team: Learning from Effective Ambulatory Practices (LEAP) project which identifies primary care practices that have focused on teamwork and new roles for health professionals in ways that support consistently outstanding primary care. SETMA was selected through a rigorous national process to receive the designation.
- 2014 – SETMA named a “triple crown” winner by the National Committee for Quality Assurance (NCQA) see: [April Recognition Notes from NCQA 2014](#)
- 2015 – Named MGMA Game Changer, see: [In The News - MGMA15 Game Changers](#)
- 2015 – SETMA awarded the first annual Patience Centered Medical Home Practice Award by the Patient Centered Primary Care Collaborative (PC-PCC), see: [Your Life Your Health - The Patient-Centered Primary Care Collaborative and SETMA](#)

Other statements & comments about SETMA

Healthcare Executive's Response to SETMA and to SETMA's

Website

“Thanks for the opportunity to review the Automated Team Tutorial Workbook. I found the information very informative. I believe your organization is well ahead of the curve in balancing the needs of the patient and the medical staff. I took the opportunity to review both the documents you provided to me and the website information. The information was informative and well organized....you have the most informative web site I have ever utilized. Bravo, for sharing valuable information with the entire medical community.”

The Joint Commission Accreditation for Ambulatory Care and PC-MH Conclusion about SETMA

Both the surveyors and one of the executives at The Joint Commission commented about the philosophical foundation of SETMA’s work. Wednesday afternoon (March 5, 2014) I called my executive contact at The Joint Commission. He said “I was just talking to one of my colleagues and showing him SETMA’s notebook which was prepared in response to The Joint Commission’s Standards and Requirements Chapter Seven on leadership.” The executive said, “Look at this; everything they do is founded upon a philosophical foundation. They know ‘what they are doing,’ but more importantly, they know why they are doing it.” SETMA is not the result of random efforts but of innovations and advances which are consistent with a structured set of ideals, principles and goals.

Robert Wood Johnson Foundation LEAP Study Site Visit Teams comments about SETMA

The fifth area of uniqueness of SETMA identified by the RWJF team was a surprise to them;

it was SETMA's IT Department. The RWJF team felt that SETMA has approached healthcare transformation differently than anyone they have seen. They related that uniqueness to the decision we made in 1999 to morph from the pursuit of "electronic patient records" to the pursuit of "electronic patient management." They were surprised to see how centrally and essentially electronics are positioned into SETMA and how all other things are driven by the power of electronics. They marveled at the wedding of the technology of IT with clinical excellence and knowledge. The communication and integration of the healthcare team through the power of IT is novel, they concluded.

The Future

As we approach our 25th Anniversary and then our 50th, we can only hope that the progress of the past will be sustained and duplicated in the future. The key to the future is continuing to be a "learning organization," responding creatively to the challenges and opportunities which present themselves to healthcare providers.