

Carolyn B. Holly Essay Contest
Abstract Submission
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Dr. James Holly's career contains a wealth of information for anyone passionate about carving out a fulfilling niche in their own right. Through reflecting on the contents of his digital archive, one may find the answers to several questions while picking up new ones along the way.

During the creation of Southeast Texas Medical Associates (SETMA), Drs. Holly and Wilson used their shared mission "to promote excellence in healthcare delivery by example" to focus on the big picture instead of letting their differences in approach stunt the project. In practice, achieving balance between quantitative measures of success and the depth provided by narrative medicine was SETMA's greatest strength in transforming how patients defined what 'health' meant to them through the patient-centered medical home (PC-MH).

Intentional integration of electronic data analysis into medical practice allowed SETMA to find new ways of optimizing patient health outcomes while sustaining their personhood. SETMA being one of the first entities to do so means that it serves as a living reference for future initiatives on how to radically and sustainably improve patient health experiences.

My most pivotal takeaway from Dr. Holly's digital archive is that it is living proof that, much like Dr. Holly, physicians are to be lifelong learners. His willingness to accept personal shortcomings in order to change his organization for the better has positively impacted both his patients and healthcare delivery in Southeast Texas. Embracing the presence of the unknown allowed him to be disruptive and innovative toward a common good.