



# MASSACHUSETTS MEDICAL SOCIETY

## About the Faculty

### **Howard Beckman, MD, FACP, FAACH, Chief Medical Officer, Focused Medical Analytics, LLC**

Dr. Beckman is a national thought leader on physician-patient and administration-physician relationship. He authored a classic study in 1984 showing that physicians interrupt their patients after only 18 seconds. Since then he has published over 30 papers on creating effective partnerships. Most recently his work has explored the value of relationship-centeredness in administrative roles. As an ethnographer, his work has focused on understanding and teaching the specific skills needed to promote organizational success. He has 16 years of organizational experience as a hospital chief of medicine and as medical director RIPA (Rochester Individual Practice Association - NY).

### **Joel F. Gleason Vice President, Accountable Care Solutions, OptumInsight**

Mr. Gleason brings over 24 years of healthcare experience in the areas of Accountable Care Organizations, EMR, and healthcare technology. Mr. Gleason provides coverage for business development activities of all Optum Business lines required to design, build and operate sustainable health communities in provider clients across the United States. Mr. Gleason is responsible for strategic development related to launching the ACS business division within OptumInsight.

### **James E. Holly, MD, Founder and Chief Executive Officer, Southeast Texas Medical Associates, LLP**

Dr James Holly is one of two founding partner of SETMA - Southeast Texas Medical Associates. 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 has publish SETMA initiatives on their Innovation Exchange. At [www.setma.com](http://www.setma.com) SETMA publicly reports by provider name on over 250 quality metrics. Dr. Holly serves on the Board of Directors of a federally qualified ACO. Dr Holly's articles and presentations can be found at [www.setma.com](http://www.setma.com) under In-The-News/Presentations, Public Reporting, and Your Life Your Health.

### **Kevin Rhodes, Vice President, Strategic Solutions, OptumInsight**

Mr. Rhodes joined OptumInsight in 2006 and is a Vice President, Strategic Services with the Solution Sales department for the Analytic solutions and services. He has over 24 years of experience in designing, building and selling software solutions and has had senior responsibility for products sold nationally to payers, physician groups and self-insured employers.