

Interview with Dr. Diamante

Giulio Diamante, MD, Medical Director, OPTX Rhode Island

By V.G. Phaneuf

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**giulio diamante, md
& associates**
exceptional eyecare



Q. Where should we begin?

A. Let's begin with the result in mind. Patients always expect good healthcare, but they deserve to expect exceptional healthcare. The health care reform movement is forcing, even accelerating, change. Although many physicians see this as a problem, we have chosen to embrace change—we view it as an opportunity to reinvent every aspect of our eye care delivery. As a result, we are entirely redefining the patient's eye care experience and making it better than it's ever been.

Q. Dr. Diamante, how do you define exceptional eye care?

A. Exceptional means outstanding, special, beyond ordinary and certainly, any practice must earn its exceptional reputation. One measure of being exceptional is to be trusted by your colleagues. Local optometrists and family doctors routinely refer their patients to us for eye emergencies, cataract surgery, glaucoma, dry eye disease, macular



degeneration, management of diabetic eye disease and many other ophthalmic concerns. We are very thankful that we have earned their vote of trust and confidence. I guess you could say we've earned a 5-star rating.

Q. Specifically, what do patients and referring doctors identify as extraordinary?



A. Several things. First, they tell us that we have a track-record of extraordinary rapport and personalized service. From the first phone call to the eye exam with your doctor, conversations are genuine, compassionate and professional, yet they are personalized. With health care reform well underway, we see many practices merging, focusing on cost-efficiency and adopting "cookie-cutter", institutionalized patient care. Alternatively, our business model puts patient care at the top and everything else flows from there. It works!

Second, I would point to our technology. We have invested heavily in the latest diagnostic ophthalmic technologies. Up-to-the-minute technology enables us to practice very efficiently while delivering the most comprehensive eye care. The result is earlier diagnosis of disease, more accurate assessments, and all these result in better outcomes for our patients. We've often been told that we deliver, "The most thorough eye exam I've ever had." Quality resonates throughout our practice and we are proud of it.

Q. You mentioned earlier, a better patient experience. Can you give me a few examples?

A. In 2011 we moved into a newly constructed, custom-designed medical facility with an adjoining retail eyewear gallery. The parking, interior design, space planning, patient flow—everything was carefully focused on patient convenience and comfort. What this really means is that the patient makes it to the doctor with less stress and a calmness that invites high quality

dialogue. The relaxed patient will more easily communicate their vision concerns.

Q. Tell us about the OPTX eyewear gallery.



A. The OPTX eyewear gallery is a retail destination, open to the public, where shoppers can browse an incomparable collection of eyewear and sunglasses. No longer will a customer have to go to Boston or NYC to purchase the likes of Cartier or Chanel—our vast selection will please any client. We offer the convenience of walk-in eye exams, evening and Saturday hours as well as private showings by appointment. And, when people browse the gallery holding a prescription from *their* eye doctor, it's accepted as if I wrote it myself. We are focused on giving more than the expected, and give the unexpected. Through trust and confidence, our opticians foster lasting relationships.

Q. How are you leading eye care in the future for Rhode Island?

A. We are constantly striving for the best patient outcomes, always re-evaluating treatment and diagnostic strategies. We ask ourselves, "How can we improve?", "Is there a better way to treat our patients?" We are driven to seek the best technologies in ophthalmology. A cornerstone to our practice is continuing education and research—our patients deserve this level of dedication. Medicine is changing for the better—we're changing for the better—and we're pushing the limits to make incredible solutions available to our patients today. ■

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