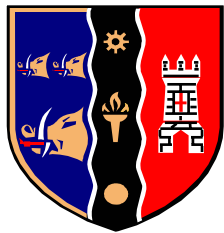


CPD

Professional Communication

Skills for Pharmacists



The School of Pharmacy
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Communication within Pharmacy

- Day to day communication in a work setting
- What is involved?
- Who do we communicate with?
- Motives for communication other than for information purposes?

Objectives of this presentation

- Consider factors which influence communication
- Reinforce, using examples, the importance of non-verbal communication within the professional environment
- Discuss the barriers to good communication within pharmacy
- Discuss communication roles of undergraduates & pharmacists in Tanzania

Communication

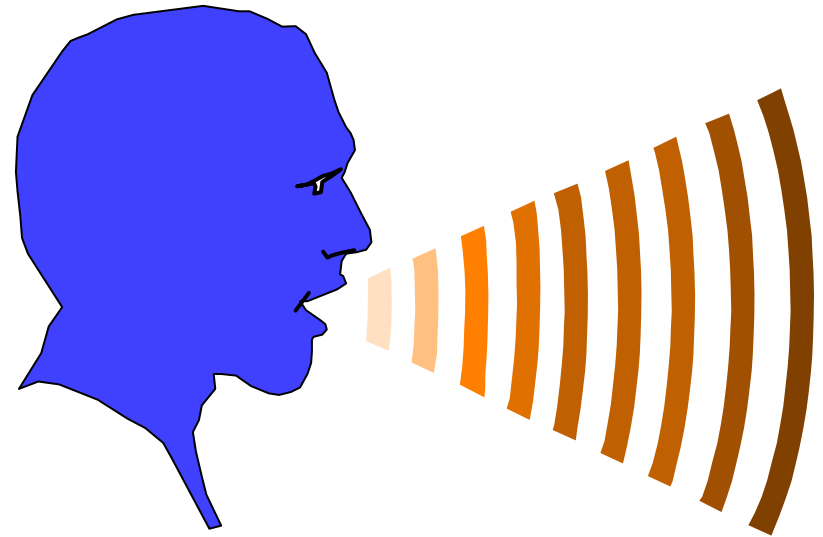
What does it mean?

Dictionary definition:

- Announce, correspond, declare, divulge, give, impart, inform, make known, report, reveal, unfold
- Think of different ways we communicate on a daily basis
- Who do we communicate with and how do we communicate with others?

Communication in Pharmacy

- Counselling & advice to patients
- Dealing with other healthcare professionals
- Communications with staff, including training



Communication

- What are the benefits of good communication?
- Communication involves sending and receiving 'messages & signals'- what does this mean?
- What are the problems arising with poor communication?
- Communication is a 'life skill'
- Consider how you communicate & how you could improve your communication skills

Employment of pharmacists in UK

Employment of Pharmacists

43,000 pharmacists in UK
Membership of profession by principle occupation

Community Pharmacy
22,000

Hospital Pharmacy
5,500

Industry
1,600

Community Pharmacy

- Dispensing medicines and checking prescriptions
- Patient counselling - improve compliance
- Responding to symptoms
- Health education and promotion
- Other 'extended roles/services e.g. healthcare checks (BP & cholesterol), supply of medicines to nursing homes & elderly patients in their own home
- Advising other health care professionals e.g. doctors & nurses

Hospital Pharmacy

- Clinical/Ward Pharmacy
- 'In' and 'out' patient dispensing
- Aseptic dispensing/cytotoxics/sterile product manufacture
- Drug information/clinical trials
- Quality control and assurance
- Radiopharmacy

Industrial pharmacy

- Research and development (R & D)
- QA/analytical testing
- Clinical trials
- Manufacture
- Marketing
- Sales force

Roles of pharmacists in Tanzania

- Current involvement in practice: community, hospital & industry
- Where would pharmacists like to see their roles in 5 or even 10 years time?
- What opportunities are there?
- What communication issues do pharmacists need to consider to move the profession forward & to achieve the recognition deserved?
- Consider our learning process, starting with undergraduate teaching...

Teaching communication skills to undergraduate pharmacists

What is involved?

- Communication & counselling skills workshops
- Health promotion workshops
- Presentation skills workshops
- Theory & practice
- Application within a professional environment

Aspects of communication

- Verbal & non verbal communication
- Body language
- Gestures
- Facial expression & eye contact
- Physical contact
- Personal space
- Body posture

Verbal communication

- Involves speech, voice control/projection & accents
- Relies on confidence, knowledge, use of good questioning skills & experience
- Can be one to one or in front of a group (small or large)
- Requires non-verbal communication to 'complete the picture'

Non-verbal Communication

What is involved?

Body language

- Gestures
- Facial expressions
- Eye contact
- Physical contact & personal space
- Body posture

Body language

- First impression-You only have one chance to make a first impression!

Consider the first impression a pharmacist makes? What influences this?

- Appearance, demeanour, friendly open personality, willingness to listen & give advice

Gestures

- Hand gestures can enhance communication or detract from it-CARE!
- Useful for emphasising a point, demonstrating procedures, improve understanding
- Consider examining gestures of patients-This may indicate particular behaviour e.g. anxiety, agitation

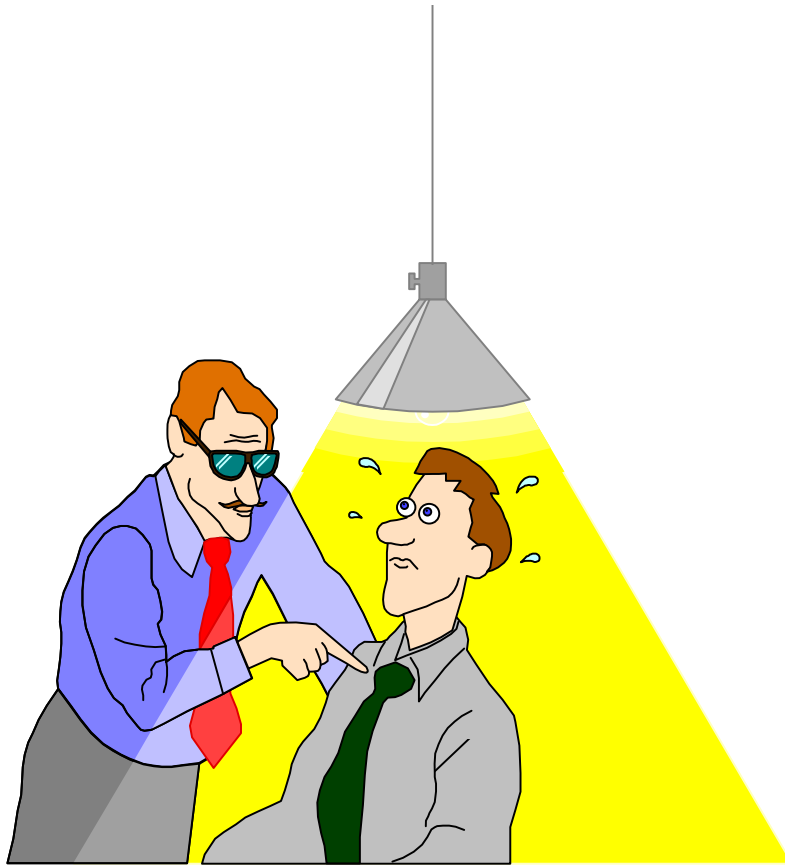
Facial expression & eye contact

- After spoken word, facial expression is most important part of communication
- Avoid mixed messages
- Consider how your facial expressions influence receptiveness of patient to information you provide
- Consider patient's perception of mood & emotions through facial expression
- Good eye contact indicates interest in subject

Physical Contact

- Appropriate gestures of empathy
- Awareness of broad social rules: socially acceptable distance between yourself & patient-but still maintain privacy for conversations
- Awareness of social,cultural issues & ethnic background

Personal Space

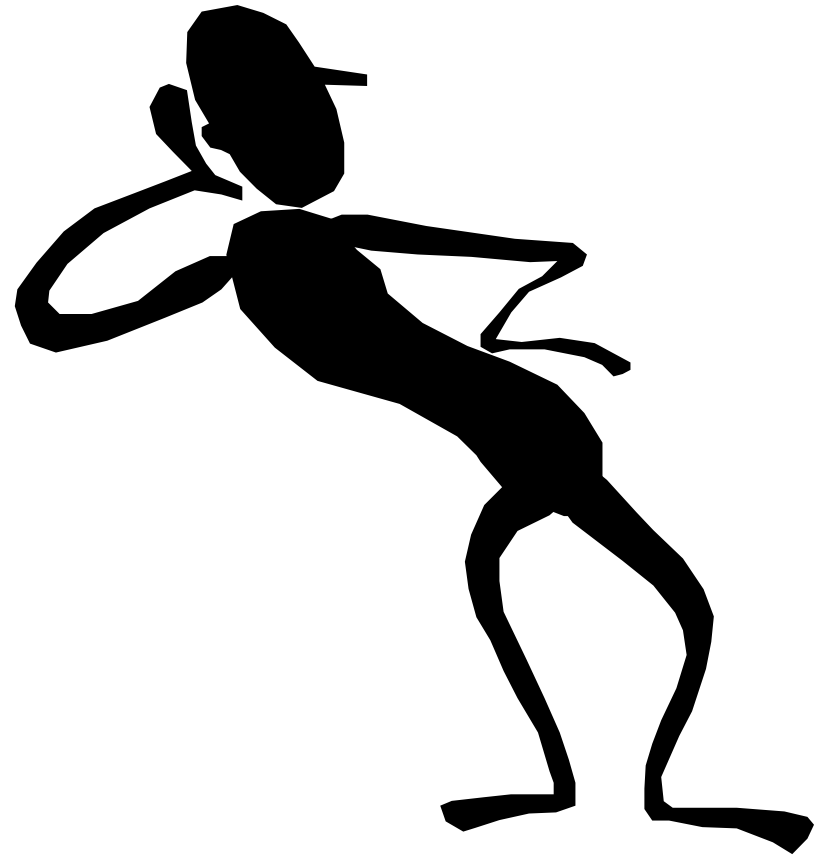


- General space: 3m
- Sociable area: 1-3m
- Personal area: 0.5-1m
- Intimate area: 15-50cm, reserved for people we know well!

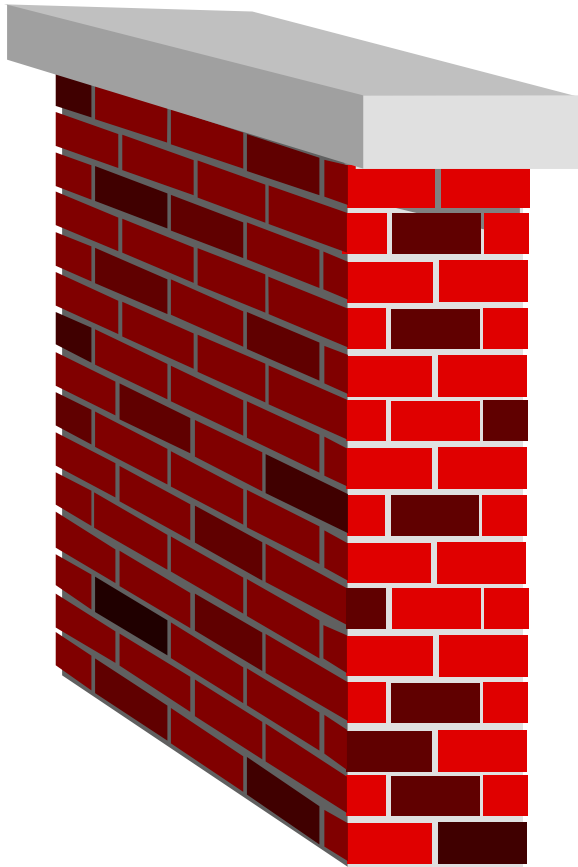
Caution: Does patient feel comfortable or threatened by space?

Body Posture

- Positioning of arms & feet
- Leaning forward & Acknowledging gestures of patient
- Consider sitting with patient to discuss issues rather than standing



Barriers to good communication in pharmacy



- Environment
- Patient factors
- The pharmacist
- Time

Environment

- Busy pharmacy-have we time for the patient?
- Lack of privacy- consultation areas available?
- Noise levels- Can patients hear what you say? Hearing impaired, further problems
- Physical barriers-pharmacy counter, dispensary hatch?

Patient Factors

- Patient's perception of dispensing-how long it takes, counselling & advice needed?
- Physical disabilities-sight/ hearing impairment
- Comprehension difficulties: educational background, first language Swahili? Health promotion leaflets in English or Swahili?
- Illiteracy- pictorial info?

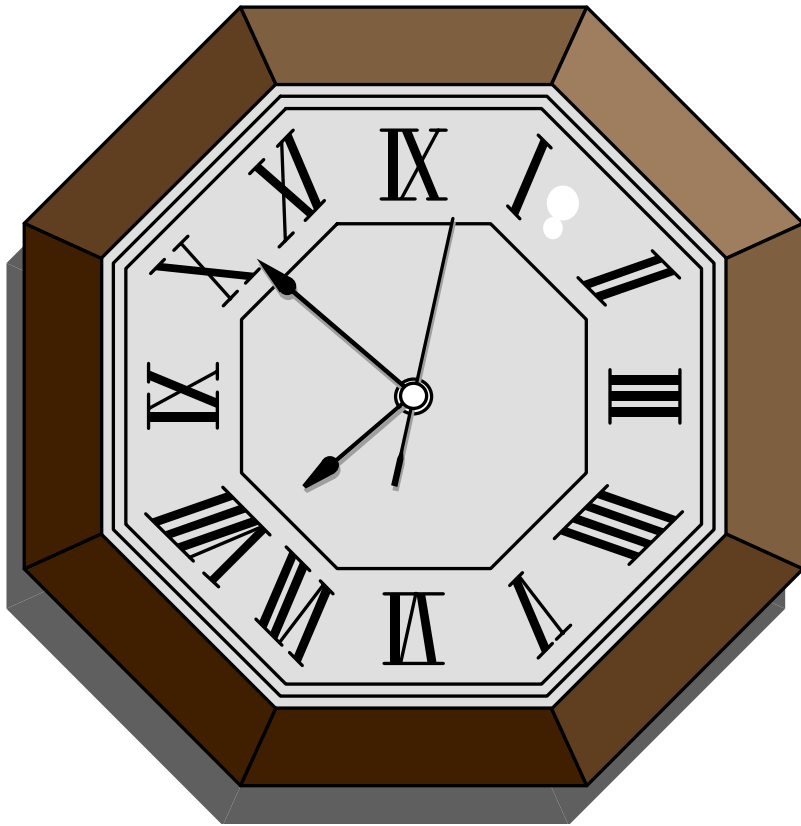
The Pharmacist

How we are perceived by patient

- Confident?
- Interested or lack of interest
- Perceived 'laziness'- do we communicate with patient or ask a counter assistant to do so? Delegation to untrained staff?

Task: ID your own strengths/weakness in communication and work on them!

Time!



Watching your watch?

- Does patient have time for you to talk to them?
- Care in types of questions asked
- Do they produce accurate/appropriate information in given time?

Communication skills

Challenges facing pharmacists?

- Do we wish to continue with 'traditional' roles of pharmacists?
- Do we want to consider 'extended roles & responsibilities?'
- What aspects of communication skills do we individually & collectively need to address to embrace change with the necessary skills?