

The image shows the cover of a spiral-bound notebook. The cover is a light beige or tan color with a subtle, repeating pattern of faint, stylized text. The spiral binding is on the left side, with the metal wire visible through a series of circular holes. The text is centered on the cover in a dark brown, serif font.

# Continuing Professional Development Workshop

Professional Communication

Mrs Sandra L Hutchinson

# Objectives

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- ☞ List the factors which influence communication
- ☞ Explain the importance of non-verbal communication within the professional environment
- ☞ Discuss the barriers to good communication within pharmacy

# Communication

## What does it mean?

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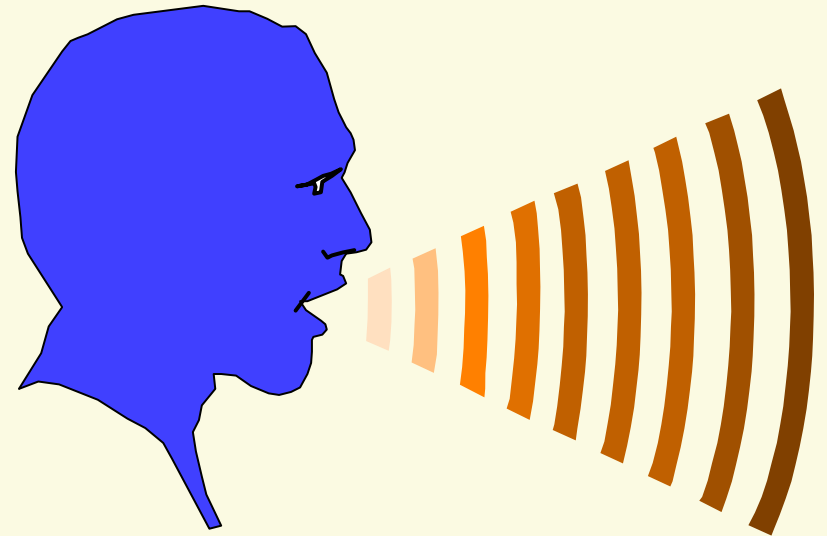
Dictionary definition:

- 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

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



# Communication

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- 📄 Everyone spends time communicating
- 📄 Communication involves sending and receiving ‘messages & signals’ - what does this mean?
- 📄 What are the benefits of good communication?
- 📄 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

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- ☞ 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

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- 📄 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

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

# Aspects of communication

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

# Verbal communication

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- 📄 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?

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Body language

 Gestures

 Facial expressions

 Eye contact

 Physical contact & personal space

 Body posture

# Body language

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📄 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

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

# Facial expression & eye contact

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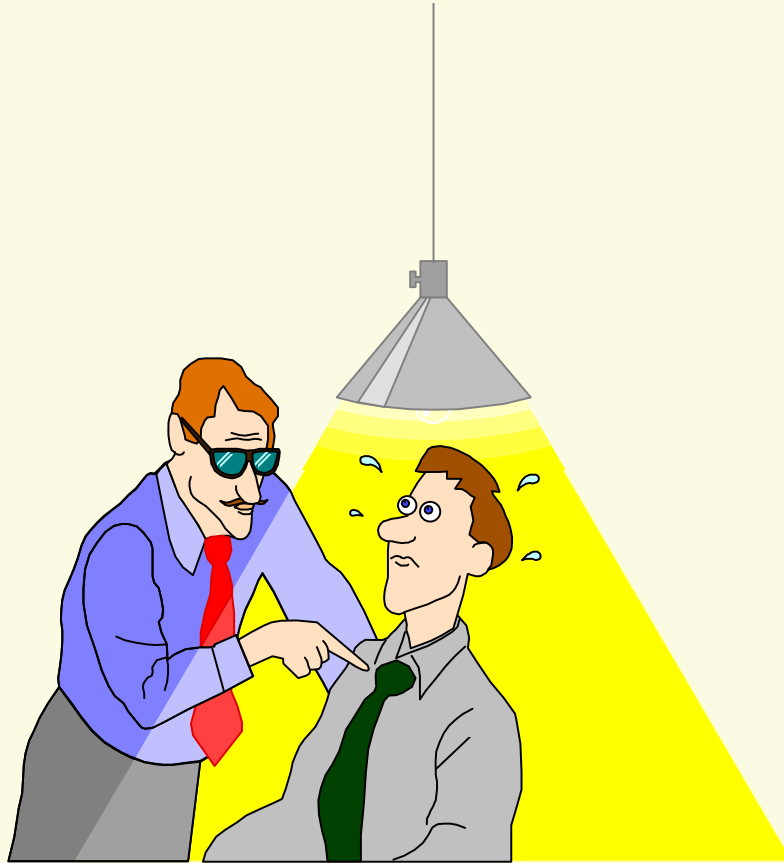
- After spoken word, facial expression is most important part of communication
- Avoid mixed messages
- Consider how your facial expressions influence receptiveness of patient to information you provide
- Consider patient's perception of mood & emotions through facial expression
- Good eye contact indicates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

# Physical Contact

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- ☞ 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

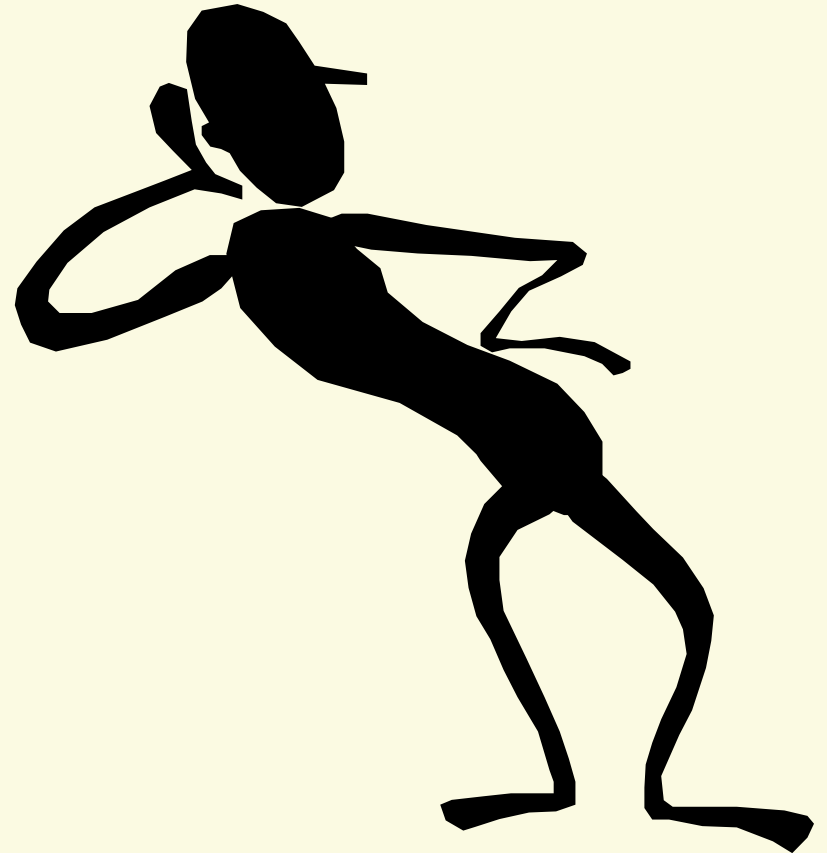
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☰ Positioning of arms & feet

☰ Leaning forward &

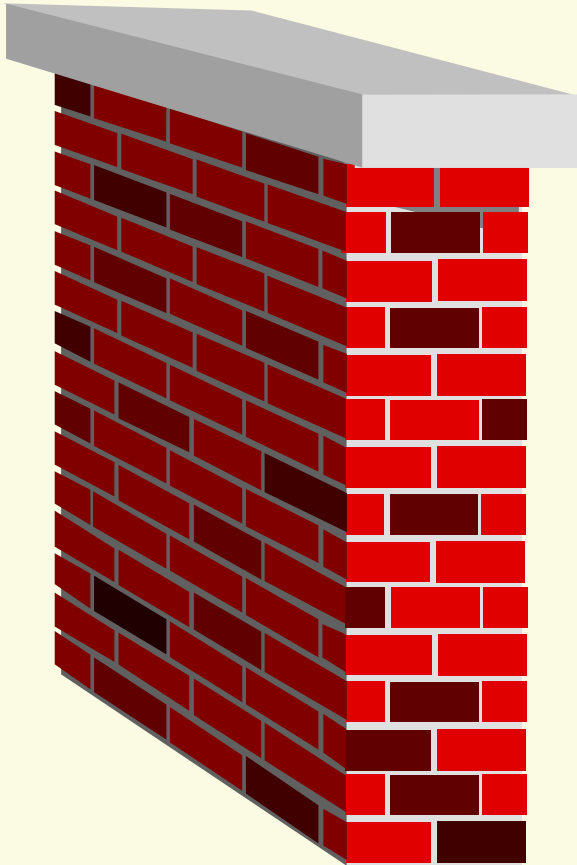
Acknowledging gestures of patient

☰ Consider sitting with patient to discuss issues rather than standing



# Barriers to good communication in pharmacy

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- 📄 Environment
- 📄 Patient factors
- 📄 The pharmacist
- 📄 Time

# Environment

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- 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

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- 📄 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

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How we are perceived by patient

☞ Confident?

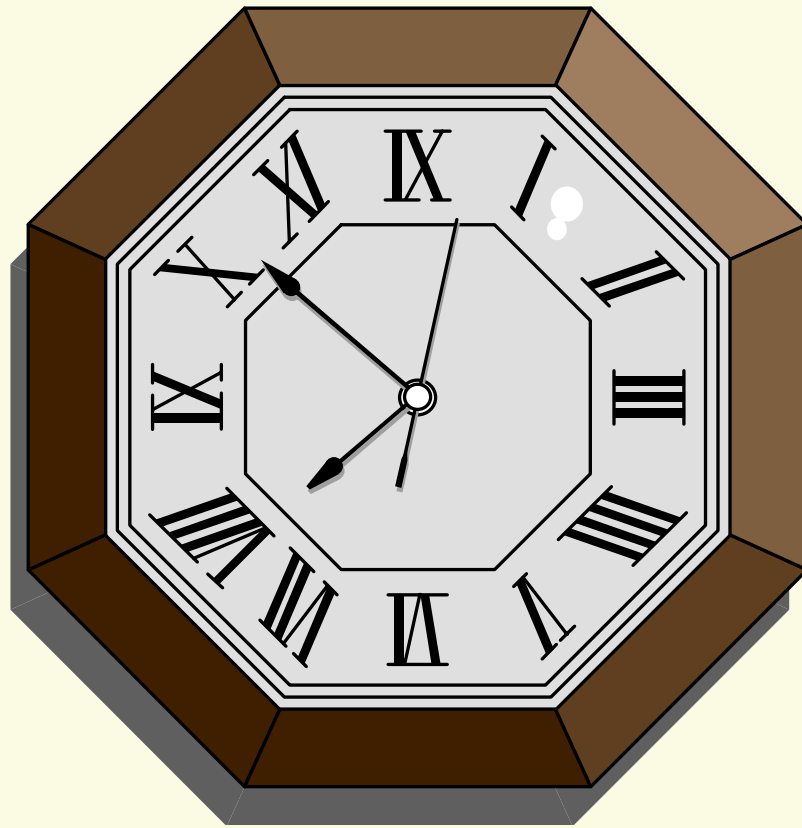
☞ Interested or lack of interest

☞ Perceived 'laziness' - do we communicate with patient or ask counter assistant to do so?  
Delegation to untrained staff?

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

# Time!

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- 📄 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?