

Communication skills

Reference textbooks:

*1-Robert S. Beardsley, (ed.);
Communication Skills in Pharmacy Practice,
5th edition.*

*2-Bruce A. Burger (ed.), Communication
Skills for Pharmacists; American
Pharmacists Association; 2nd ed.*

Communication skills

Patient Centered Care

Patient-centered communication

**Pharmacists have potential
contribute to improved patient
care through effort to reduce
medication errors and
improved the use of medication
by patient.**

Patient-centered communication

Pharmacists are responsible to ensuring that patients avoid adverse effect of medication and also reach desired outcomes from therapy. This was done by using effective communication skill.

Pharmaceutical care

responsible provision of drug therapy for the purpose of achieving definite outcomes that improve patient quality of life.

Importance of communication in meeting your patient care responsibilities:

- 1. Establishes the ongoing relationship between pharmacist and patient.**
- 2. Provides the exchange of information necessary to assess your patient health conditions, reach decision on treatment plans, implement the plans and evaluate the effects of treatment on your patient's quality of life.**



Patient-professional communication:

is establishing a therapeutic relationship in order to provide health care services that the patient needs.

Requirements of patient-centered care:

Pharmacist must be able to:

- 1.** Understand the illness experience of the patient like social, psychological and biomedical factors.
- 2.** Perceive each patients experience as unique.
- 3.** raise a more equal relationship with patients.
- 4.** Build a therapeutic alliance with patients to meet mutually understood goals of therapy.
- 5.** Develop self-awareness of personal effects on patients.









Patient-centered view of the medicine use process

This process focuses on the patient role in the process. The patient health problem is influenced by a host of psychological and social factors unique to the individual.

Patient-centered view of the medicine use process

These include the individual's previous experience with the formal health care system, family influences, and cultural differences in the conceptualization of health and illness, knowledge of the problem, health beliefs, psychological characteristics, personal values, motives and goals.

The benefits of analyzing the medication use process to enable pharmacist and patient may continue making decisions and evaluating outcomes regardless of the quality of understanding of each other's goals, action, and decisions.



Thank you