PHARM.D • YEAR 4

Clinical Pharmacy

CHAPTER 7

Communication Skills

PPT CHAPTER COVER



COMMUNICATION IN CLINICAL PHARMACY

Communication is the effective exchange of messages by verbal, non-verbal, written or electronic methods.

Clinical importance:

- prevents medication errors
- builds patient trust
- supports adherence
- transfers critical information across settings
- strengthens interprofessional teamwork
- enables education and counselling



Communication is successful only when the receiver understands the intended meaning.

ELEMENTS OF GOOD COMMUNICATION

Active listening - concentrate, clarify and summarize.

Empathy - acknowledge the patient's perspective.

Clarity - use simple, specific language.



Non-verbal awareness - match tone, eye contact and posture to the message.

Feedback - check understanding.

Cultural sensitivity - respect language, beliefs and preferences.

Privacy - protect confidential information.



Common barrier: assuming that information given equals information understood.

PATIENT COUNSELLING: PREPARE & CONNECT

1. Review the medical and medication history.
2. Choose a private, comfortable setting.
3. Introduce yourself and explain your role.
4. Build rapport with respectful, open-ended questions.
5. Ask what the patient already knows, believes and worries about.
6. Identify language, literacy, sensory or cognitive needs.















Good counselling begins with the patient's priorities, not a memorized speech.

WHAT TO EXPLAIN ABOUT A MEDICINE

1. NAME AND PURPOSE

- name and purpose

2. DOSE, ROUTE, TIMING AND DURATION

- dose, route, timing and duration

3. ADMINISTRATION OR DEVICE TECHNIQUE

- administration or device technique



4. EXPECTED BENEFIT AND WHEN TO EXPECT IT

- expected benefit and when to expect it

5. COMMON SIDE EFFECTS AND URGENT WARNING SIGNS

- common side effects and urgent warning signs

6. MISSED-DOSE ACTION

- missed-dose action

7. IMPORTANT FOOD, ALCOHOL OR MEDICINE INTERACTIONS

- important food, alcohol or medicine interactions

8. STORAGE, MONITORING AND FOLLOW-UP

- storage, monitoring and follow-up

Prioritize information so the most important actions are remembered.

First Hope

FREE PREVIEW

Click here to visit our website

PHARMACY PREMIUM NOTES

Complete subject and semesters are available on FirstHope app only.

Scan or click here

Click here to get the app >

Available on Google Play

JOIN THE FIRSTHOPE COMMUNITY

Join our Telegram channel

Click here to join Telegram >

Scan or click here

@FirstHopeNotes

Instagram

@firsthope.official

Click here to follow >

YouTube channel

FirstHope-Pharmacy / Live streams

Click here to watch >

WhatsApp channel

Follow FirstHope on WhatsApp

Click here to join >

FirstHope website

firsthope.co.in

Click here to visit >

B.Pharm / D.Pharm / M.Pharm / Pharm.D

Preview notes. Complete subjects and semesters in the FirstHope app.