

The background features three stylized faces in light purple, light green, and light blue, each with a sunburst of yellow triangles around it. The text is centered over these elements.

# **PHARMACIST- PATIENT COMMUNICATION**



# COMMUNICATION

**Communication is transferring information, news, ideas, situations, feelings or cultures from a source (person, persons or institution) to other person or group of people with a tool.**

**In general, communication is a means of connecting people or places.**

# COMMUNICATION

The process of communication is what allows us to interact with other people; without it, we would be unable to share knowledge or experiences with anything outside of ourselves. Common forms of communication include speaking, writing, gestures, touch and broadcasting

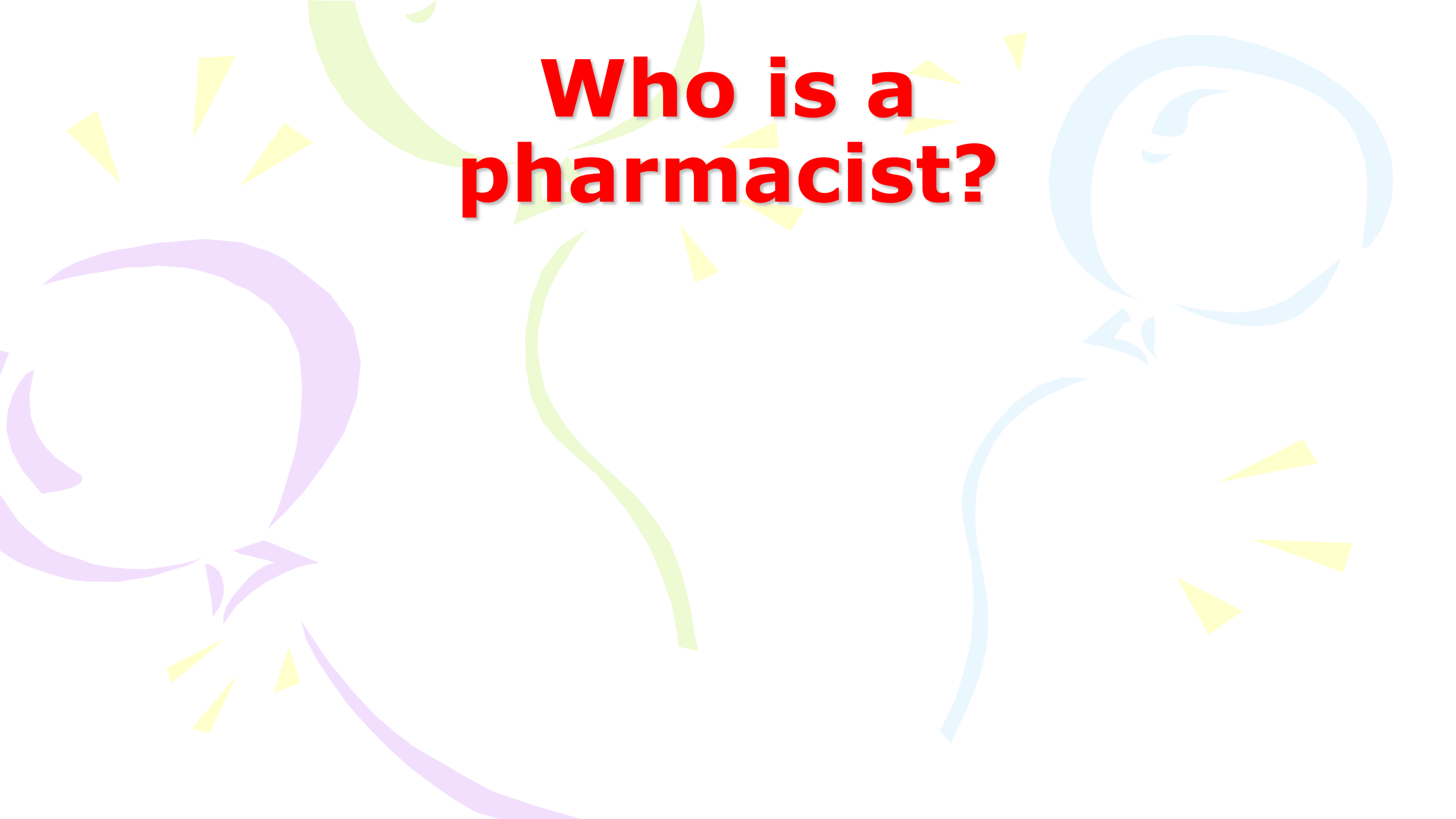
# The Elements of Communication

- **Sender**
- **Message or ideas**
- **Communication Channel**
- **Decoding**
- **Receiver**
- **Feedback**



# **PHARMACIST-PATIENT COMMUNICATION**

**Who is a  
pharmacist?**



# Why become a Pharmacist?



Interested in how drugs work



Want to be part of a healthcare team



There are plenty of jobs



You can own your business




You can undertake research



There are a variety of jobs



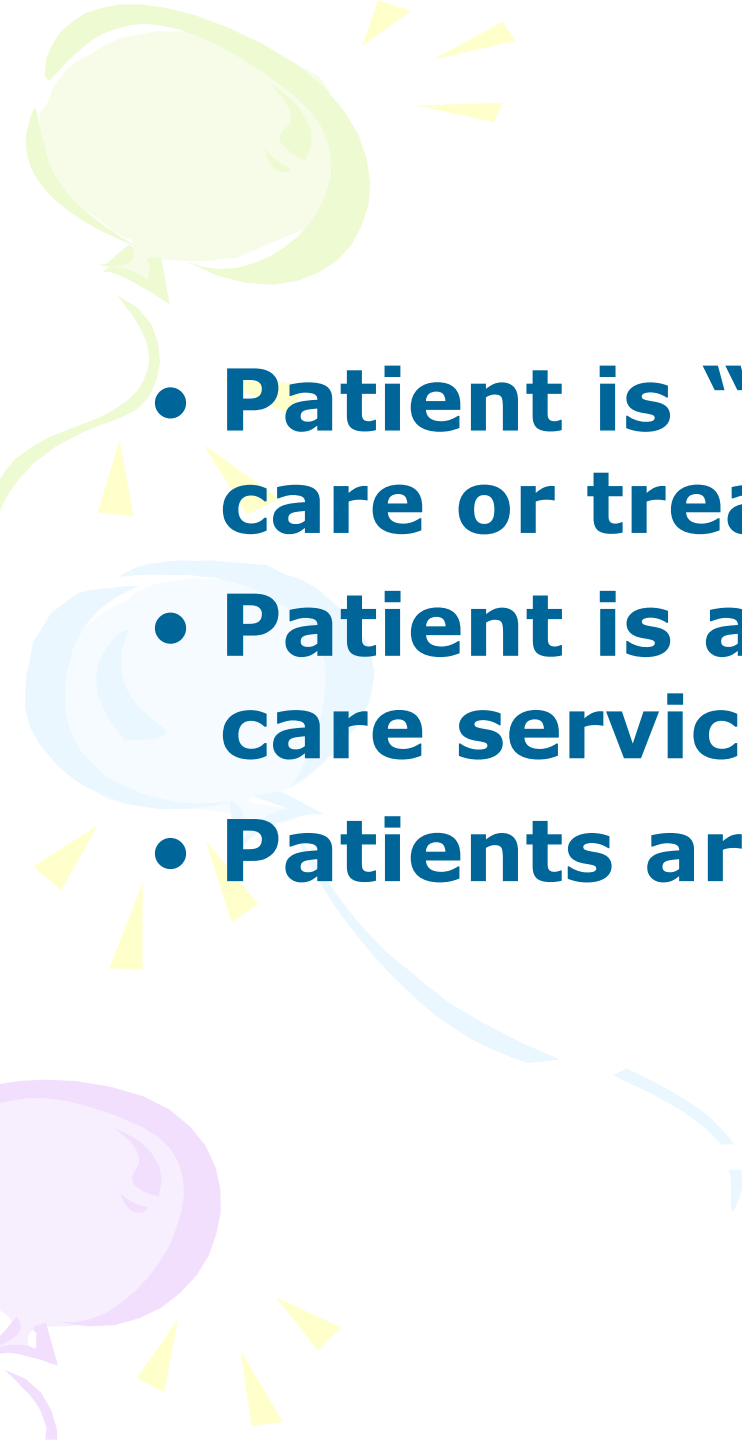
Travel and work overseas

- 
- **Pharmacist is a health consultant.**
  - **Pharmacist is a manager.**
  - **Pharmacist is the closest health consultant to patients.**
  - **Pharmacist is a health professional who can solve problems.**



**Who is a patient?**



- 
- A decorative graphic on the left side of the slide features three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon is attached to a thin, wavy streamer that extends towards the right. Small, yellow, triangular shapes are scattered around the balloons, resembling confetti or streamer details.
- **Patient is “a person who is under medical care or treatment”.**
  - **Patient is a person who utilizes from health care services.**
  - **Patients are our benefactors.**



# Patient Analysis

- **Who is a patient?**
- **What are the needs?**
- **What is the expectation?**
- **What is the criteria of being satisfied?**
- **What is the most effective solution?**



# **What can a patient expect?**

- **Interest**
- **Compensation of needs**
- **Solution**



# **The Benefits of Pharmacist-Patient Communication**

## ***In terms of patients;***

**Ensures patients understand their medical cures and treatments.**

**Increases patient satisfaction and compliance in this regard.**

## ***In terms of pharmacists;***

**Patient satisfaction increment enhances confidence in pharmacists.**

A decorative graphic on the left side of the slide features three balloons in light green, light blue, and light purple. A yellow streamer with several triangular flags hangs from the top balloon. The background is white.

# **Types of Patients in Pharmacist-Patient Communication**

- **Functional patients**
- **Patients who can be informed**
- **Emotional patients**
- **Patients who can be affected by socioeconomic factors**

## **How must a pharmacist behave in pharmacist patient communication?**

- **Pharmacist should smile and approve patients by head that the issue is understood.**
- **Pharmacist should talk to the patients with calling their names and tone of voice should be adjusted.**
- **Should not stand opposite, try to stand next to the patient.**
- **Hands, gestures and mimics should be used in a positive way.**
- **Pharmacists should analyze patient knowledge and be sure about what patient understood.**



➤ **Should summarize patient's expressions and complaints.**

➤ **Should give emphatic responses.**



➤ **Should avoid from judgmental behaviors.**

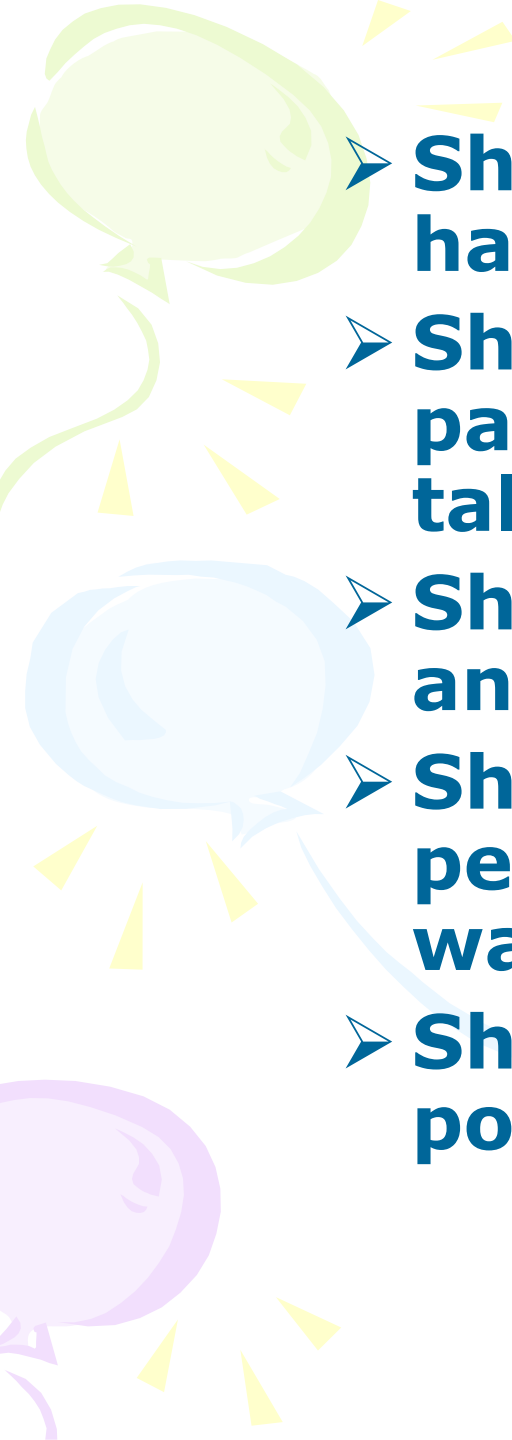
➤ **Should pay attention to the appearance of the pharmacy.**

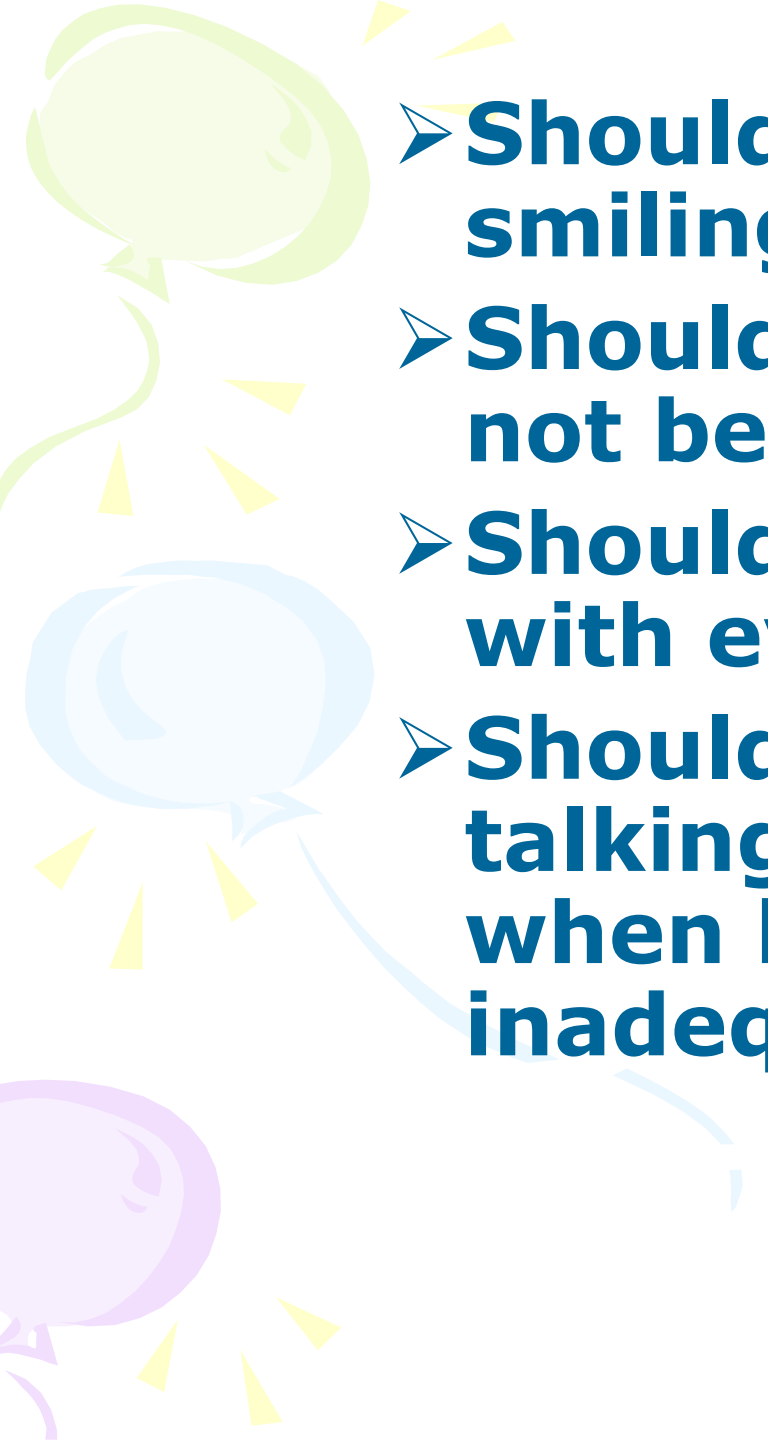
➤ **Should respect to the privacy of patients.**



➤ **Should avoid from using medical terms.**



- 
- A decorative graphic on the left side of the slide features three balloons in shades of green, blue, and purple, with yellow streamers and triangular flags trailing behind them.
- **Should refrain from using hands in a distracting way.**
  - **Should look at the patient's face while talking.**
  - **Should adjust the distance and the posture.**
  - **Should not talk in a pessimistic and critical way.**
  - **Should try to find common points.**

- 
- A decorative graphic on the left side of the slide features three balloons in light green, light blue, and light purple. A yellow streamer with triangular flags is attached to the green balloon. The background is white.
- **Should not neglect smiling.**
  - **Should be formal but not be cold and unkind.**
  - **Should greet patients with eye contact.**
  - **Should refrain from talking about an issue when having inadequate knowledge.**



**To his/her patients, a pharmacist should;**

- **Ask the right questions**
- **Be clear**
- **Use his/her body language effectively**
- **Show his/her interest.**
- **Submit written documents.**
- **Pay attention to ignorance**
  
- **Pharmacists should not be threatening to his/her patients.**



# Body Language Usage

- **Face expression**
- **Gestures and mimics**
- **Head movements**
- **Touching**
- **Clothing**



# **Satisfaction of patients based on *pharmacist***



# **What does a satisfied patient?**

- **He/she prefers you again.**
- **He/she recommends you other patients.**
- **It is a free advertisement!**



# **What does a dissatisfied patient?**

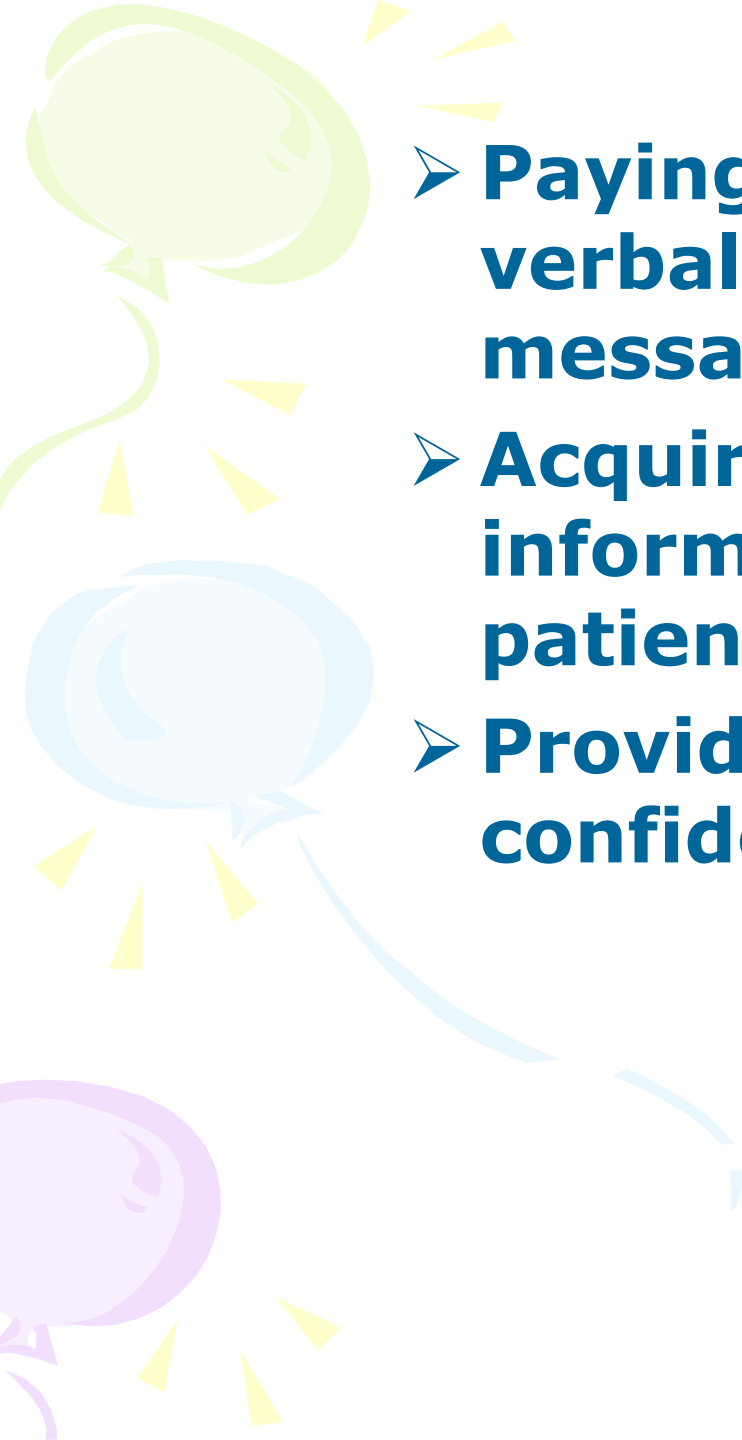
- **She/he can not tell you but shares with other people.**
- **It is an advertisement against you that you pay the fee!**



# **COMMUNICATION ERRORS FREQUENTLY MADE BY PHARMACISTS**

- **Not meeting the patients, not introducing himself/herself**
- **To act as understanding what patients say in fact he/she is not.**
- **Not encouraging the patients to ask questions**
- **Showing no respect to the questions asked by patients**



- 
- **Paying no attention to the verbal or nonverbal messages sent by patients**
  - **Acquiring inadequate information about patient's health status**
  - **Providing insufficient confidence for the patient**