

Patient counselling

Md: jabiur Rahaman
Daffodil International University
Dept. of pharmacy

DEFINATION:

Patient counseling is defined as providing medication information orally or in written form to the patients or their representatives on directions of use, advice on side effects, precautions, storage, diet and life style modifications.

OBJECTIVES OF PATIENT COUNSELING

1. Patient should recognize the importance of medication for his well being.
- 2 .A working relationship and a foundation for continuous interaction and consultation should be established.
3. Patient's understanding of strategies to deal with medication side effects and drug interactions should be improved.
4. Should ensure better patient compliance.

- 5 .Patient becomes an informed, efficient and active participant in disease treatment and self care management.
6. The pharmacist should be perceived as a professional who offers pharmaceutical care.
7. Drug interactions and adverse drug reactions should be prevented.

Patient counseling consists of three stages :

1. Introduction
2. Process Content and Issues regarding manner
3. Conclusion

INTRODUCTION

Review the patient's record

- * Introduce your self
- * Explain purpose of counseling
- * Obtain drug related information such as allergies, use of herbals etc.
- * Assess the patients understanding of the reasons for therapy
- * Assess any actual and / or potential concerns or problems of importance to the patient.

ISSUES REGARDING MANNER

- Use language that the patient understands
- Use appropriate counseling aids
- Present facts and concepts in simple words and in logical order
- Use open ended questions.

CONCLUSION

1. Verify the patient's understanding by means of feedback
2. Summarize by emphasizing key points
3. Give an opportunity to the patient to put forward any concerns.
4. Help the patient to plan follow-up

WHO AND WHEN TO COUNSEL

The amount and type of information provided to the patient will vary based on the patient's needs, and practice setting. Ideally, the pharmacist counsels patients on all new and refill prescriptions. If the pharmacist cannot counsel to this extent, it should be defined which patient types, or which medications pharmacists will routinely counsel patients. This will vary depending on the pharmacy clientele and may include

- Patients receiving more than a specified number of medications
- Patients known to have visual, hearing or literacy problems
- Paediatric patients
- Patients on anticoagulants

Appendix B provides additional types and groups of patients to counsel. Pharmacists should counsel on all new prescriptions, including transferred prescriptions.

FUNCTIONS OF PATIENT COUNSELLING

- ⦿ Effective patients counselling aims to produce the following results:
- ⦿ Better patients understanding of their illness and the role of medication in its treatment.
- ⦿ Improved medication adherence.
- ⦿ More effective drug treatment.
- ⦿ Reduced incidence of adverse effects and unnecessary healthcare costs.

- ⦿ Improved quality of life for the patient.
- ⦿ Better coping strategies to deal with medication related adverse effects.
- ⦿ Improved professional rapport between the patient and pharmacist

PATIENTS WHO SHOULD ALWAYS BE COUNSELED

- Confused patients, and their caregivers
- Patients who are sight or hearing impaired
- Patients with poor literacy
- Patients whose profile shows a change in medications or dosing
- New patients, or those receiving a medication for the first time (transfer prescription)
- Children, and parents receiving medication
- Patients receiving medication with special storage requirements, complicated directions,

PATIENTS WHO SHOULD BE COUNSELED AT CERTAIN INTERVALS

- Asthmatic patients
- Diabetic patients
- Patients taking 4 or more prescribed medications
- Patients who are mentally ill
- Patients using appliances
- Epileptic patients
- Patients with skin complaints
- Patients misusing drugs
- Patients who are terminally ill

COUNSELING AREA

The patient should be counseled in a semi-private, or private, area away from other people and distractions, depending on the medication(s). The patient should perceive the counseling area as confidential, secure and conducive to learning. This helps ensure both parties are focused on the discussion, and minimizes interruptions and distractions. It provides an opportunity for patients to ask questions they may be hesitant to ask in public

COMMUNICATION SKILLS FOR EFFECTIVE COUNSELLING:

The counselling process uses verbal and non-verbal communication skills.

Verbal communication skills are:-

- Language
- Tone
- Volume
- Speed

Non-verbal communication skills are:-

- Proximity
- Facial

expression

STEPS DURING PATIENT COUNSELLING:

Counselling is a two-way communication process and interaction between the patient and the pharmacist is essential for counselling to be effective.

1. Preparing for the session.
2. Opening the session.

COUNSELLING CONTENT

The counselling content is considered to be the heart of the counselling session. During this step the pharmacist explains to the patient about his or her medications and treatment regimen. Lifestyle changes such as diet or exercise may also be discussed. Topics commonly covered include:

- name and strength of the medication.
- reason why it has been prescribed or how it works

- how to take the medication
- expected duration of treatment.
- expected benefits of treatment.
- possible adverse effects.
- possible medication or dietary interaction.
- advice on correct storage.
- minimum time duration required to show therapeutic benefit.

- What to do if a dose is missed.
- special monitoring requirements, e.g blood tests.
- arrangements for obtaining further supplies.

CONCLUSION

- At last we can say that patient counselling is a part and parcel of good medication. A good counselling can provide a patient to take his medication.