

# PATIENT COUNSELLING



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# DEFINATION:

- ▶ Patient counselling is defined as providing medication information orally or in written form to the patient or their representatives on direction of use ,advice on side effects precaution,storage,diet and life style modification.

# OBJECTIVES:

- ▶ Patient should recognise the importance of medication for his well being.
- ▶ A working relationship and a foundation for continuous interaction and consultation should be established.
- ▶ Patient understanding of strategies to deal with medication side effect and drug interaction should be improved.
- ▶ Should ensure better patient compliance.
- ▶ Patient becomes an informed ,efficient And active participant in disease treatment and self care management

- ▶ Pharmacist should be perceived as a professional who offers pharmaceutical care.
  - ▶ Drug interaction and adverse drug reactions should be prevented.
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# COMMUNICATION SKILLS FOR EFFECTIVE COUNSELLING:

▶ COUNSELLING PROCESS USES FOLLOWING:


1) **verbal communication:**

- language
- tone
- volume
- rate of speed

2) **Non verbal communication:**

- body language
- movement
- proximity
- eye contact.
- facial expression.

# COMMUNICATION DURING DRUG THERAPY:


- ▶ Purpose of medication.
  - ▶ How medication work.
  - ▶ Dose and duration of therapy.
  - ▶ Goals of therapy.
  - ▶ Adverse effect and how to deal with them.
  - ▶ Specific drug issues.
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# QUALITIES OF A GOOD COUNSELLOR:

- ▶ Be a good listener.
  - ▶ Be flexible.
  - ▶ Be empathetic.
  - ▶ Be non judgemental.
  - ▶ Be tolerant.
  - ▶ Communicate confidently.
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# STEP DURING PATIENT COUNSELLING:

- ▶ Following are the step to be followed during patient counselling:
  - ▶ 1)preparing for the session.
  - ▶ 2)opening of the session.
  - ▶ 3)counselling content.
  - ▶ 4)closing the session.
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## Step 1 :preparing for the session.

- ▶ Counselling develop upon the knowledge and skills of the counsellor.
- ▶ Pharmacist should know as much possible about the patient treatment details.
- ▶ In community pharmacy the source of information include patient and prescription or a record of previous dispensing.
- ▶ If the pharmacist is unfamiliar about drug which is received from the patient ,go for drug information reference.
- ▶ Before counselling ,you have to consider about mental physical status.

## STEP2 :OPENING FOR THE SESSION:

- ▶ The pharmacist should introduce himself/herself to the patient and treat them by name.
- ▶ It is best to use title such as mr,mrs,miss. Eg– hello mr,any name , my name is x and I am your clinical pharmacist.
- ▶ I would like to tell about the medication.
- ▶ Do you have a few minutes to spend with me.
- ▶ Pharmacist gather information from the patient disease,medication.

- ▶ Other information may relevant include previous drug allergies, past medication history, personal habit such as diet, smoking, alcohol consumption etc.
- ▶ Use open ended question, such as 'what did your doctor tell you about your illness?', 'what do you know about your disease,' 'can you tell me about the symptoms', Etc.
- ▶ During counselling, the pharmacist should avoid asking question directly in embarrassing way .

# COUNSELLING CONTENT:

- ▶ Name and strength of medication.
- ▶ The reason why it has been prescribed, or how it work.
- ▶ How to take the medication.
- ▶ Expected duration of treatment.
- ▶ Expected benefit of treatment.
- ▶ Possible adverse effect.
- ▶ Possible medication or dietary interaction.
- ▶ Storage recommendation.
- ▶ Minimum duration required to show therapeutic bennifit.

- ▶ What to do if a dose is missed.
- ▶ Special monitoring requirement, for ex-blood test.



# CLOSING THE SESSION:

- ▶ Before closing the session, it is essential to check patient understanding.
- ▶ This can be achieved by feedback question, such as can you remember what is this medication is for?
- ▶ Or how long should you take this medication?
- ▶ Ask the patient about any doubt.
- ▶ Before final closure and if time permits, summarise the main point in logical order.

**THANK YOU**