

## 2.8 PATIENTS CHOICE OF PHYSICIAN AND RETAIL PHARMACIST

### 2.8.1 PATIENTS CHOICE OF PHYSICIAN

The point of patient choice is that it demonstrates that doctors treat our patients with dignity and respect, as adults capable and willing to be involved in decisions made about their medical care. Patient choice has an intrinsic value. The intrinsic value of patient choice lies not merely in the choice itself, but in the process by which the choice is made. This process involves exploring patients' stories, their ideas and values, hopes, fears and expectations, not only about what they want to do, but what they understand of their symptoms and their illness. It is a two-way process.

The process of patients and doctors 'getting to know' each other and working through frequently complicated and often uncertain healthcare choices is at the heart of medicine in general and general practice in particular. It depends on a relationship of trust which comes from continuity of care.

The decisions patients ultimately make about their care can have profound consequences, and may involve personal factors that have nothing to do with the actual or perceived quality of care. They must be free to make choices that may go against medical advice. Furthermore most of their choices are about factors other than hospital quality; convenience, past experience, personal values and the recommendation of friends or professionals are more important for most patients than objective assessments or league tables. For these reasons, patient choice is a poor proxy for quality and an unsuitable tool for driving change.

### 2.8.2 PATIENTS CHOICE OF RETAIL PHARMACIST

In recent times, the profession of pharmacy has undergone a process of transition from product oriented to patient centered pharmaceutical care. This transition is supported by the transformation of bachelors of pharmacy degree to doctor of pharmacy degree, which has also shifted the focus of pharmacist from dispensing of drugs to clinical related activities like designing and monitoring of pharmacotherapeutics regimens, patient education and solution of drug related problems. These changes are great sign for health care system as newly defined pharmacy services would be helpful in establishment of effective pharmaceutical care in the country. However, the perception of patients regarding the role of pharmacist is still not completely understood.

Patient satisfaction is an important measure of how well the services are provided. Many studies have been conducted around the world which has evaluated the perception of patients regarding the role of pharmacist and the profession of pharmacy