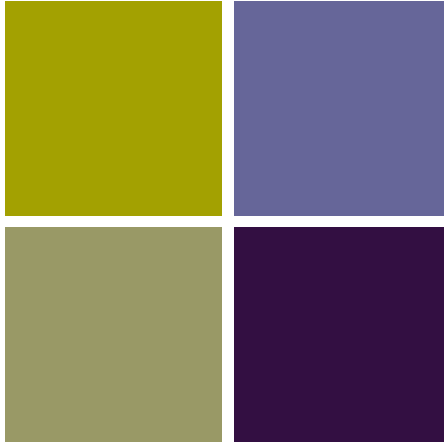




Workshop

Structuring the pharmacist-patient consultation:
communication practice
and research



Afonso Miguel Cavaco

BaltPharm Forum 2018
Tartu, 14th April 2018

Presenter's origin



Presenter's place of living

■ The city of Lisboa



Presenter's workplace

■ Faculty of Pharmacy, University of Lisbon



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Structuring the pharmacist-patient consultation:
communication practice and research

5

The outline for today

- Practice
 - Interpersonal communication: illustrating basic skills
 - Interpersonal communication styles
 - The *Calgary Cambridge Guide (CCG)* in pharmacy practice
- Research
 - The *Roter Interaction Analysis System (RIAS)* and the pharmaceutical consultation: some results from Portugal

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6



"It relieves watery eyes, runny nose, aching head, and scratchy throat. Side effects include runny eyes, watery nose, aching throat, and scratchy head."



"Each capsule contains your medication, plus a treatment for each of its side effects."

- Responsible intervention = to really know the patient
- Correct evaluation of patient's health & medication-related problems
 - Be able to listen & understand concerns – empathic skills
 - Be able to search for information – interviewing skills
- Inform and educate the patient
 - Medication adherence – assertiveness skills

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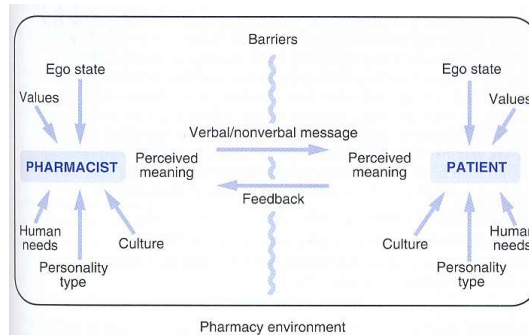
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Communication Exercise 1

■ Back to Back



(Rantucci MJ, 2007)

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■ Interpersonal communication axioms

- Constant exchange of information between the 2 human beings
- Irreversibility of the exchanged information (i.e. message)
- Order and causal sequence in the exchange, influenced by individual behaviours and social boundaries (i.e. coherency)
- Verbal and non-verbal components

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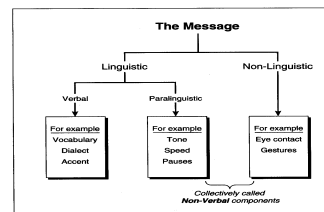
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■ Non-verbal communication: indices, signs or minimal units

- Visual
 - Facial expression, eye contact
- Auditory
 - Speech volume, speed, intonation
- Posture
- Clothing



- Kinesics & proxemics
 - Body movements (coordination), gestures, haptics, physical space in communication

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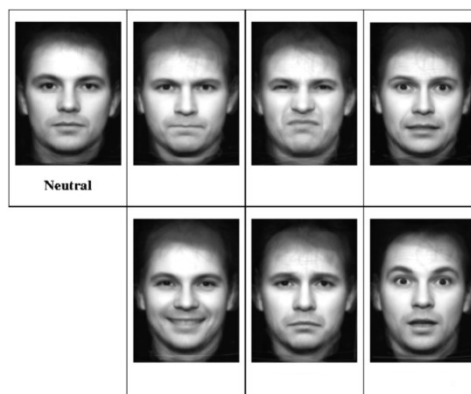
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Communication Exercise 2

■ Faces & emotions



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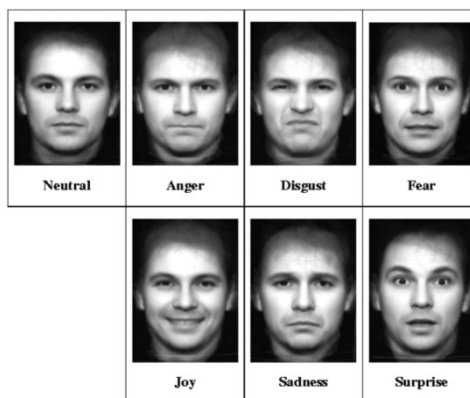
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Communication Exercise 2

■ *Faces & emotions*



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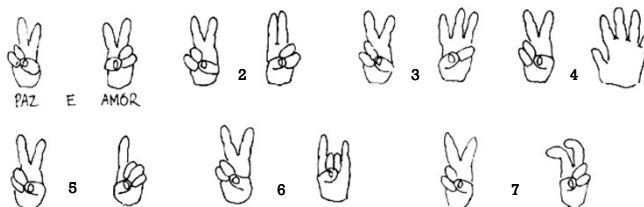
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Communication Exercise 3

■ *Non-verbal Brazilian Survival Kit*



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Communication Exercise 3

- *Non-verbal Brazilian Survival Kit*
 - List of possible answers
 - Peace & “longing” (i.e. missing someone)
 - Peace & “group love”
 - Peace & “lonely love”
 - Peace & “threesome”
 - Peace & “betrayed love”
 - Peace & “difficult love”
- Please, use your mobile device and go to www.mentimeter.com

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- Non-verbal communication = showing interest adequately
 - Coordinate and correspond with the other (“mirror neurons”)
 - CLOSER
 - Control involuntary behaviours
 - Lean
 - Open
 - Sincere (looking)
 - Eye (direct 75% during interaction)
 - Relax!
- Keep coherency between verbal & non verbal

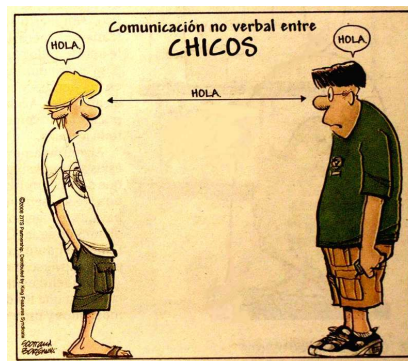
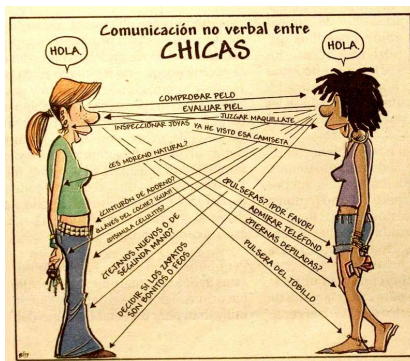
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Communication & Gender



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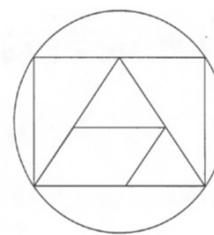
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Communication Exercise 4

■ *Are you really listening to me?*



■ Listening levels

1. Passive hearing
2. Pretend listening
3. Selective listening
4. Attentive/active listening
5. Empathetic listening

Focus on one's frame of reference

Focus on the other's frame of reference

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17

- Verbal communication
- Attentive/active listening
 - Recognition signal, removes communication barriers
 - Attitude to listen carefully keywords and the non verbal signs
 - Avoiding a judgmental attitude
 - Increased understanding, including the emotional context
 - Allows to «demand» from the other also his/her attention later

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- Demonstrating active listening
 - Summarize
 - Repeating critical information
 - Paraphrase
 - Rewording or giving the meaning in another form, as for clearness
- If there is emotional content → emphatic response

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- Questioning
 - Be an effective interviewer
 - Gather all relevant information
 - Address all needs and concerns

- Content } e.g. RIAS
- Format }

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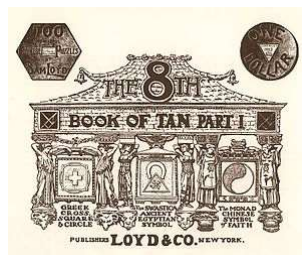
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Communication Exercise 5

- *The Tangram*



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- Closed questions
 - Specific short answers, dichotomous
 - Feedback to confirm
 - Many times directive
- Open questions
 - Intention to probe instead of confirming
 - To detail, clarify, information
- Funnelling: 1st open, 2nd mix, 3rd closed

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- Communications barriers
 - Any limitation or disturbance that prevents or changes the message and its intended outcome
 - Physical and environmental
 - Obvious e.g. counter
 - Subtle: interruptions & distractions e.g. telephone location, lack of privacy, environmental noise
 - Personal
 - Personality e.g. shyness, mental/internal processes, emotions
 - Functional e.g. hearing, speaking problems e.g. aphasia
 - Cultural
 - Less education, low literacy, language issues

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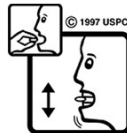
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Take by mouth



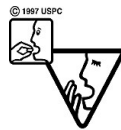
Dissolve under the tongue



Chew



Drink additional water



This medicine may make you drowsy



For stomach/ intestinal problems



Do not drink alcohol while taking this medicine



Place drops in lower eyelid

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Thank you!

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