



PATIENT COUNSELLING: ROLE OF PHARMACIST

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ABSTRACT

A patient counselling is needed for better patient compliance medication adherence and achieving therapeutic outcomes. The objective of the study was to assess form the pharmacist counselling practice from the patient perspective. To know the uses of drug, patient must be educated by the pharmacist about the right use of medicine. The important goal of patient counselling is that the rational use of medicine in daily life. In this method, a set of self-designed questionnaire was prepared to evaluate the knowledge of patient regarding their disease, medication and life style.

• **Key words**

Patient counselling, Pharmacist, barriers, historical development, features, communication skill.

INTRODUCTION

❖ **Defination**

Patient counselling is defined as an interactive session designed to educate the patient about the medication by providing incomplete information and identifying and removing barrier to appropriate therapy.

Participation by the patient is the important for an effective counselling.

The information and the advice is given by pharmacist directly to the patient or to the patient's representative and may also include information about the patient illness or recommended life cycle changes.



The information is usually given by verbally, but may be supplemented with written material.

• **OBJECTIVE**

1. Patient should recognize important of medication for is wellbeing. A working relationship and foundation for continuous reaction and counselling should be established.
2. Patient understanding of strategies to deal medication side effect and drug interaction should be improved. Should be ensured better patient compliance.
3. The pharmacist should be perceived as professional who offer pharmaceutical care.
4. Drug interaction and adverse drug reaction should be prevented patient recognize the importance of medication for his wellbeing.
5. A working relationship and the foundation for continuous reaction and counsel should be established.
6. Patient understanding of strategies to deal with medication side effects and drug interaction should be improved. Should ensure better patient compliance.
7. Pharmacist inform patient whether or not prescription is to be refilled it depend on upon whether the drug need short term therapy or long term therapy.
8. Time of administrating a drug must be instructed by the pharmacist advice must be given to the drug with food, without food or with milk, juice or water.

• **HISTORICAL BACKGROUND**

In 1996, for the first time, a separate patient center was established in government medical college, Trivandrum. Starting of patient counselling center was one of the specified objectives of starting the department, the patient counsel center was first started in separate open area of the community pharmacy.



fig: patient counselling.

• **RECENT DEVELOPMENT**

- Despite the above mentioned some pharmacist in community pharmacist are showing interest in educating their patient about medicine uses.

- They also offer various health screening service such as blood pressure and blood glucose measurement.

• **COUNSELLING PROCESS USE FOLLOWING:**

• VERBAL COMMUNICATION

1. Language
2. Tone
3. Volume
4. Rate of speed



fig: verbal communication

• NON VERBAL COMMUNICATION

1. Body language
2. Movement
3. Proximity
4. Eye contact
5. Facial expression

• **QUALITIES OF GOOD COUNSELLOR**

- ✓ Be a good listener
- ✓ Be a flexible
- ✓ Behavior
- ✓ Be an empathetic
- ✓ Be a tolerant
- ✓ Communicate confidentially



fig: qualities of good counsellor.

• **STEP DURING PATIENT COUNSELLING**

Following are the steps to be the follow during patient counselling.

- 1] Preparing for the session

- 2] Opening of the session
- 3] Content of the session
- 4] Process followed
- 5] Conclusion of the session



fig: patient counselling.

❖ STEP-I PREPARING FOR THE SESSION

- Counsel develop upon knowledge and skill of the counsellor.
- Pharmacist should know as much possible about the patient treatment detail.
- A community pharmacy the source of the information included patient and prescription or a record of previous dispensing.
- If the patient is taking drug which is unfamiliar to the pharmacist the appropriate drug information drug reference should be considered before counselling.
- Consider the physical or mental state of the patient.

❖ STEPS-II OPENING OF THE SESSION

1. Conduct appropriate counselling introduction by self and patient.
2. Explain the purpose of counselling session.
3. Best to use prefix like Mr. or Mrs. or Ms. Before the name of the patient.
4. Obtain pertinent initial drug related information E.g. Drug allergy and other medication.
5. Warn the patient about taking other medication including OTC drug herbal, or botanical drug and alcohol which could inhibit or interact into prescribed medication.
6. The reflective questioning can be used to gather more information asses in actual or problem of importance to the patient.



fig: opening of the counselling

• TOPIC COMMONLY COVERED IN OPENING OF THE SESSION

The Name of the medication
The removal of drug in the package
Route of administration
Time of administration
Duration of use
Proper storage of drug
Allergies
Side effects
Drug interaction
Refill information
Drug food interaction

❖ PROCESS FOLLOWED

1. Provide accurate information.
2. Probes for additional information
3. Use open ended question.
4. Display effective nonverbal behavior.
5. Use language that the patient is likely to understand.
6. Use appropriate counselling aid to support counselling.
7. Present the fact and or ordered in logical ordered.



fig: process follow

❖ CONCLUSION OF THE SESSION

- 1) Verify patient understanding via feedback.
- 2) Summarize by acknowledging or emphasizing key points of the information.
- 3) Help the patient to plan follow up and next consecutive and step.
- 4) Provide an opportunity for final concern of question.
- 5) The last message here is more often the one that is remember based.
- 6) If the possible the patient should be encourage to make contact of they need further assistant and advice via. Email or personnel contact or telephonic communication.

• PATIENT COUNSELLING AID

○ Medication card

1. Medication card can be useful aid, particularly for patient on many medication on a long term basis.
2. A medication card is written summary of a patient medication presented in a way which is easy for the patient to understand.



fig: patient counselling aid

○ PICTOGRAM

Pictogram is a systematic information in the form of simple picture about the duration of use or precaution to be taken by the patient during the medication.



fig: pictogram of patient counselling

• BARRIERS

❖ BARRIERS CLASSIFIED AS:

- Patient based barriers
- Provider based barriers
- System based barriers

01. PATIENT BASED BARRIERS

- Unaware that pharmacist may provide counselling and generally ask their prescriber about medication use.
- Language difference.
- Gender difference.
- Lack of time.

02. PROVIDER BASE BARRIERS

- Lack of confidence.
- Lack of knowledge.
- Lack of counselling skills.
- Heavy patient flow for prescription filling.
- Lack of time.

03. SYSTEM BASED BARRIER

- Counselling not being mandatory legal requirement.
- Pharmacist are not entitled to charge for dispensing or counselling.
- Lack of privacy.

STRATEGIES TO OVERCOME BARRIERS

Provider based barriers are easy to overcome by:

- Updating their knowledge and counselling skill.
- Developing confidence.
- Encouraging individual's patients to ask questions.
- Used multimedia material.
- Providing oral as well as written material requirement (PIL).
- Incentive to counsellor.
- New legislation to include counseling as mandatory.

➤ SPECIAL CASE

- Everyday new opportunity arises for pharmacist to interact with customer and insured that the public they serve is advised and educated properly regarding medication.
- This is not only applies to patient prescription but also to the OTC medication and DME device and equipment that the patient used.
- The public has a right to the latest and most up to date information to ensure that they get the best therapeutic result possible plus get the most value for their healthcare dollars.
- Example of patient counselling by pharmacist to help their patient are everywhere.

● TEN FEATURES OF EFFECTIVE PATIENT COUNSELLING

- Establish trust.
- Communicate verbally.
- Communicate nonverbally.
- Listen carefully.
- Ask question.
- Remain clinically objectives.
- Show empathy and encourage patient.
- Provide privacy and confidentially.
- Tailor counselling to meet patient needs.
- Motivate patient.



fig; feature of pharmacist.

• CONCLUSION

- ✓ Patient counselling is an essential component of clinical pharmacy practice in hospital and community pharmacist setting.
- ✓ Counselling enhance the patient understanding of their illness and its treatment and may improve adherence and therapeutic outcome.
- ✓ It allows pharmacist to gain first-hand knowledge of medication use from the patient perspective.

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