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SOFT SKILLS NEEDED FOR PHARMACISTS, HOW CAN WE GAIN THESE SKILLS!

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IMTA - UK
Dawacom - Jordan

Education & Experience

- 2005 - Graduation! Dentistry! Ukraine!
- 2005-2008 - Private dental clinic. Jordan.
- 2008 - 2010 - Dentist - KSA
- 2010 - 2013 - Dentist + Management KSA
- 2014 - Graduation Again! MBA - England
- 2014 - 2015 - Marketing director & board member in Dawacom (Largest chain of pharmacies in Jordan +100 Branches)
- 2015 - Established IMTA (International Medical Training Academy - London)

At the moment!

- CEO for International Medical Training Academy in the UK.
- International relations director for Dawacom Group.
- Consultant in a project called Supportive supervision in Jordan granted by the USAID.
- Representative for the CPD in some countries in the Middle East.
- Representative for Northampton university in some countries in the Middle East.

- Publish: Recently published an article with the name of (Multicultural healthcare provides in hospital in the gulf region) this June in the international medicine and research journal in the USA.
- Different articles related to pharmacy management!

Objectives!

1. Define soft skills & hard skills for pharmacists!
2. Facts and figures why soft skills are important for pharmacists! Case study!
3. Examples of job offers advertisement in the NHS & Malaysia!
4. How can these skills be gained?

What are Soft Skills & Hard skills?

- **Soft skills** are the interpersonal skills that characterise / A person's relationships with other people, (who we are?).

- Sociologists may use the term soft skills to describe a person's "EQ" or " Emotional Intelligence Quotient".

- **Hard skills:** Those skills that are essential to job function and can more easily be quantified (hard skills, which describe a person's technical skill set and ability to perform specific tasks,). (What we know)?

- In the workplace, many people believe that soft skills are considered a **complement** to hard skills! what do you think!

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"Hard skills are the foundation of a successful career.
But soft skills are the cement"



Which is more important ?

It depends highly on the career, researches categorised them into 3 kinds:

1. **Careers that need hard skills and little soft skills** (example: Physicists); This is where you see brilliant people who may not easily work well with others. They can still be very successful in their career – look at Albert Einstein

2. **Careers that need both hard and soft skills** – many careers are in this category (example: Accountants, Lawyers, Pharmacists – they need to know the rules of their job well but they also depend on talking to clients to build a successful career, dealing well with clients require excellent soft skills like communication skills, relationship skills etc…)

3. **Careers that need mostly soft skills and little hard skills** (example: sales. medical reps!) His job is more dependent on his ability to read his customers, communicate his sales pitch, persuasion skills, and skills to close to deal.

For Pharmacists

- Hard skills include filling and checking the accuracy of prescriptions, calculating doses, and recalling information about drug therapy & others.

- Soft skills would include: communicating effectively, problem solving, time management, conflict management, leadership, and work ethics.

Case Study

- **Assessing the <u>needs and preferences of the pharmacy students related to soft skills</u> education Introduction:**

- Done by: **The European Pharmaceutical Students' Association**

- Methodology: It was conducted through an online survey by EPSA website, 202 students from Europe participated in the survey during the time period of two months.

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Findings

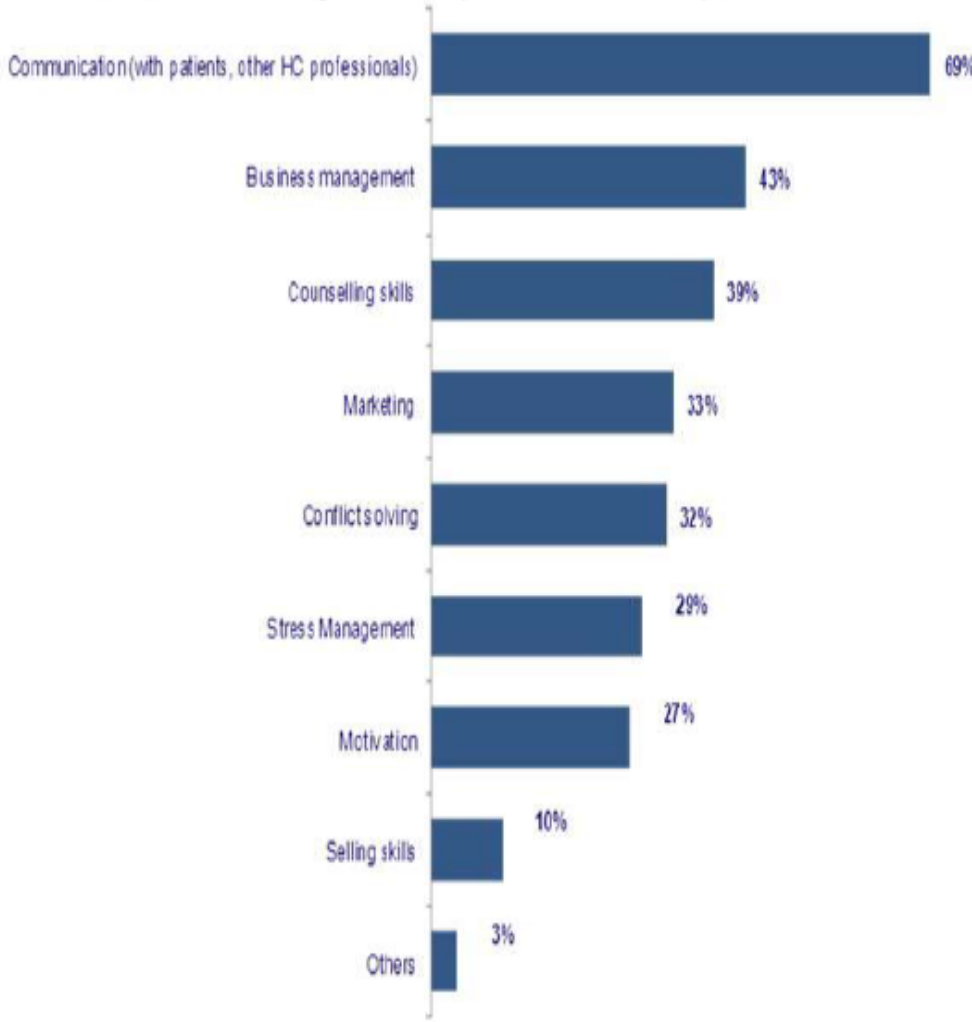
- 49% of the participants had never attended extra-curricular training before.
- Soft skills were mostly interpreted as communication, team work and people management skills.
- 69% of the respondents indicated that they would like to attain more skills in communication with patients or other healthcare professionals in order to be able to practice the profession better.
- Business management was seen as the second most important discipline (43%) followed by skills in counselling (39%), marketing 33%, conflict solving 32%, stress management 29%, motivation 27%, selling skills 10%.

How they defined soft skills and the most important soft skills for pharmacists

Table 1. Definition of soft skills

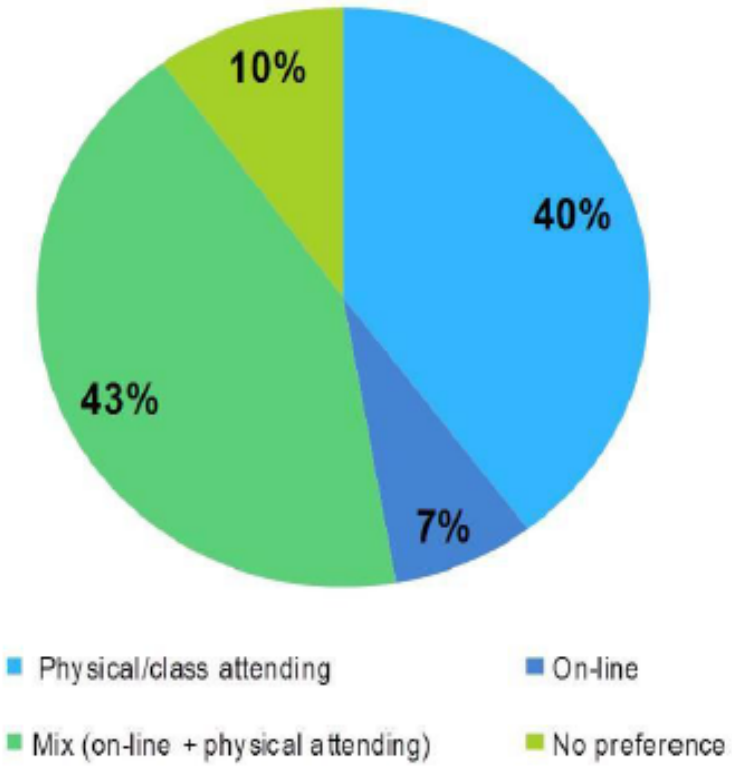
Main code	Sub code
Communication (68%)	✓Interaction ✓Social networking ✓Language
Leadership skills (35%)	✓Motivation ✓Responsible ✓Counselling
Positive Attitude and Behaviour (32%)	✓Friendliness ✓Patience ✓Empathy ✓Pro-activity
Management skills (29%)	✓Time management ✓Planning ✓Stress Management ✓Conflict management ✓Organising
Team work (25%)	✓Cooperation ✓Team Building
Self Development & Improvement (19%)	✓Willingness to Learn ✓Ability to adapt/accept

Image 1. Most important soft skills for a pharmacist



Preferred setting for training

Image 2. The preferred setting to receive a training



Methodology & logistics of training :

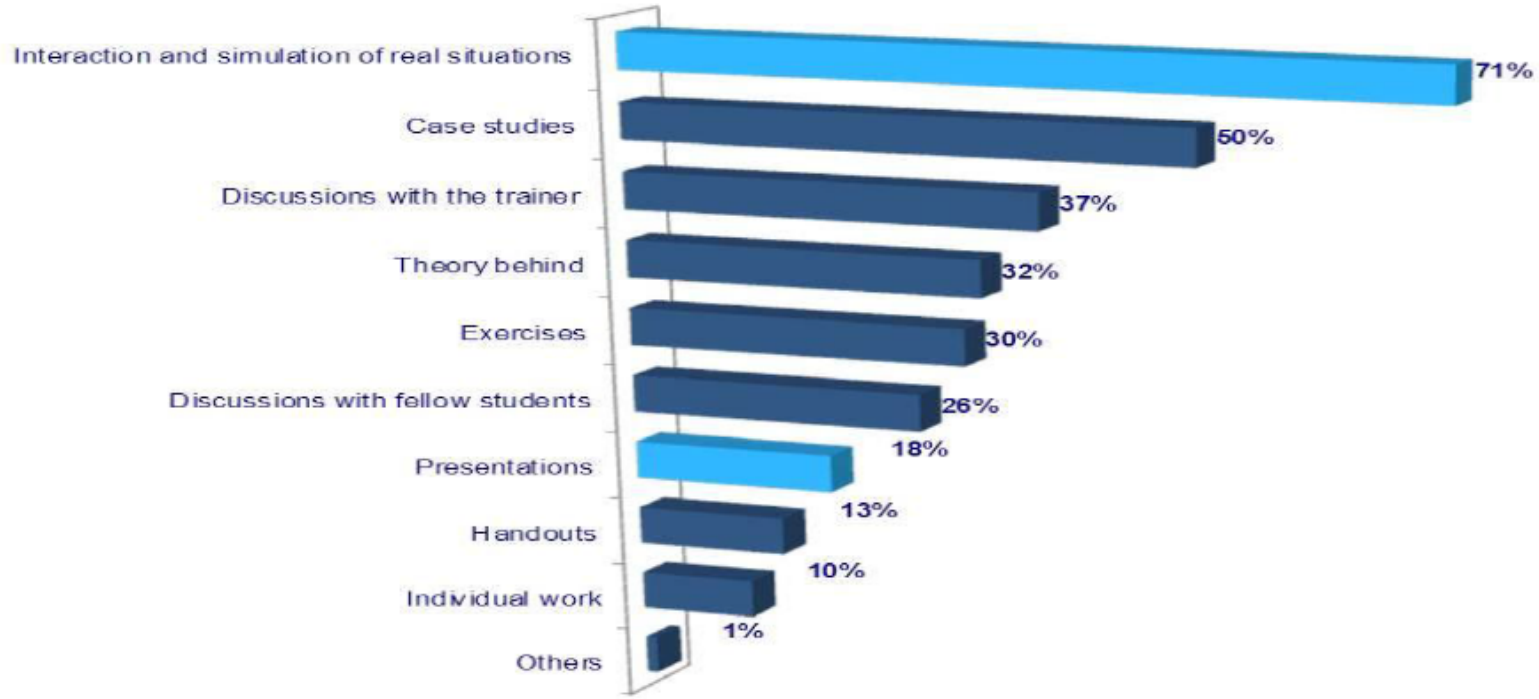
- 86% of the participants would invest on a training weekend in another country and the trainings were expected to last more than a day.
- Physical attending has high rate 40% since there more possibility to share knowledge & experience.
- Only 7% would like to receive the content online alone.

Methods of delivery

71% was calling for simulations of real situations.

Half of the participants favoured case studies as a learning method.

Image 3. The preferred methods in the training



Discussion

- The strongest message of the study is the lack of training in communication skills in the current curriculum.

- Almost 9 out of 10 students would invest their own money in order to attend a training weekend in another European country indicates that the need of training in soft skills is high and the attitudes towards the extra-curricular activities are positive considering that half of the participants have never taken part in a training session.

Conclusion of the study

•The core message of the study is that the students regard communication and other soft skills as an important part of their skills set and their ability to practice the profession.

•The faculties must stop ignoring the needs of the students and take action in starting the process of matching the future patients with the future care providers by foreseeing the change before it is too late.

Facts in the UK

- 44% of adult seek advice from pharmacists when they get sick!
- 57% of the patient want more primary care services, health screenings and advices from their local community pharmacy.
- 68% of adults patients say they prefer pharmacies to GP surgeries because of more convenient hours.
- 84% of adult patient visit a pharmacy at least once a year for consultation!

Examples of Job Offers (#1)

Clinical Pharmacist

Great Western Hospitals NHS
NHS Foundation Trust

Job Reference: 249-DOG-041636

Employer:
Great Western Hospitals NHS Foundation Trust

We are looking for a highly skilled, ambitious and experienced UK-registered pharmacist who is registered as an independent prescribers, *or who want to train as independent prescribers*, to join our hospital pharmacy team.
You will work to continue to **improve the clinical pharmacy services** across the Trust. You will be involved in the provision of high quality patient care across a range of specialities, including the provision and development of independent **prescribing services in admissions** and discharge settings. You must have **excellent communication skills** and **especially listening skills**.
Patient education is a very important role and we seek passionate candidates who put patient's safety first.

Examples of Job Offers (#2)

Clinical Pharmacy Technician

Job Reference: 155-16-145

Employer:
South Tyneside NHS Foundation Trust

Great Western Hospitals NHS
NHS Foundation Trust

You will be joining a friendly department that benefits from the **successful working relationship** between our clinical and technical teams, who work together as patient-focused teams providing high quality clinical services to our patients. There is also a strong emphasis on supporting you in developing clinical, **leadership** and **mentoring skills** to the next level.

We are looking for a capable, **confident** and **enthusiastic** qualified Pharmacy Technicians or Pre-Registration Pharmacy Technicians who anticipates qualifying this summer, who wish to build on the skills they already have in an acute hospital environment.
You will be required to dispensing; clinical trials; medicines management; **patient safety**; **electronic medicines management** and **training of other staff** etc.

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Examples of Job Offers (#3)

Selection Process:

- It's a walk in Interview involving multi level screening process
- Interview dates: 17th, 18th & 19th May 2013
- Time: 9am to 1pm
- Maximum admittance in a day: 200 candidates
- It's a free recruitment conducted directly by Aster Pharmacy - Dubai
- The decision of the interview panel will be final. Placement will be in UAE

GulfJobsForMalayalees

Requirement:

- M. Pharm/ B. Pharm from a reputed university with not less than 60% aggregate score
- Minimum of 2 years of experience in retail, marketing or from a reputed hospital pharmacy
- Age limit: 28 years
- Career oriented and ambitious
- Smart communication and interpersonal skills
- Required to have a valid passport

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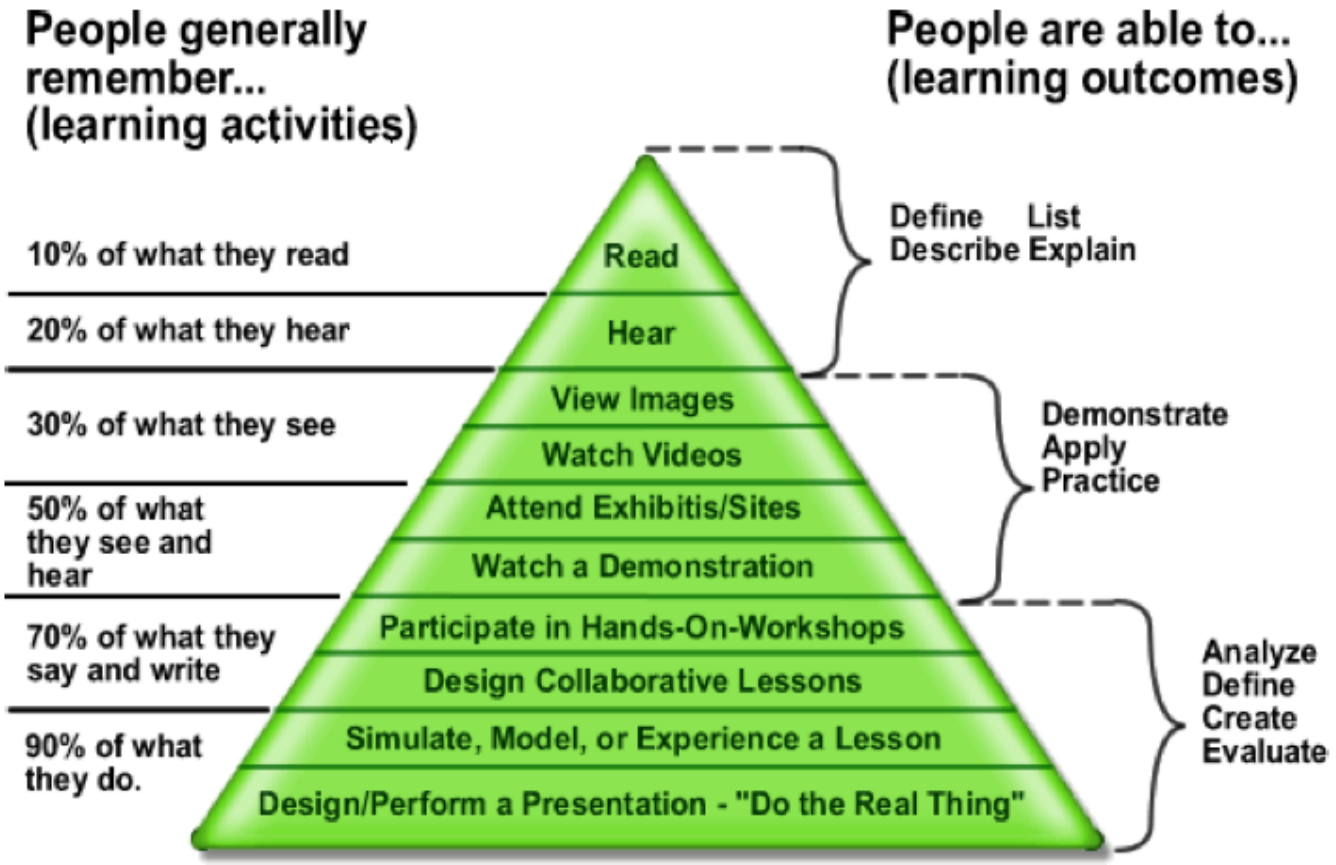
Facts about recruiting!

Top Reasons For Fresh Grad Unemployment	
1	Asking for unrealistic salary/benefits (67%)
2	Poor character, attitude, or personality (60%)
3	Poor communication skills (55%)
4	Poor Command of English language (55%)
5	Lack of required skills (42%)

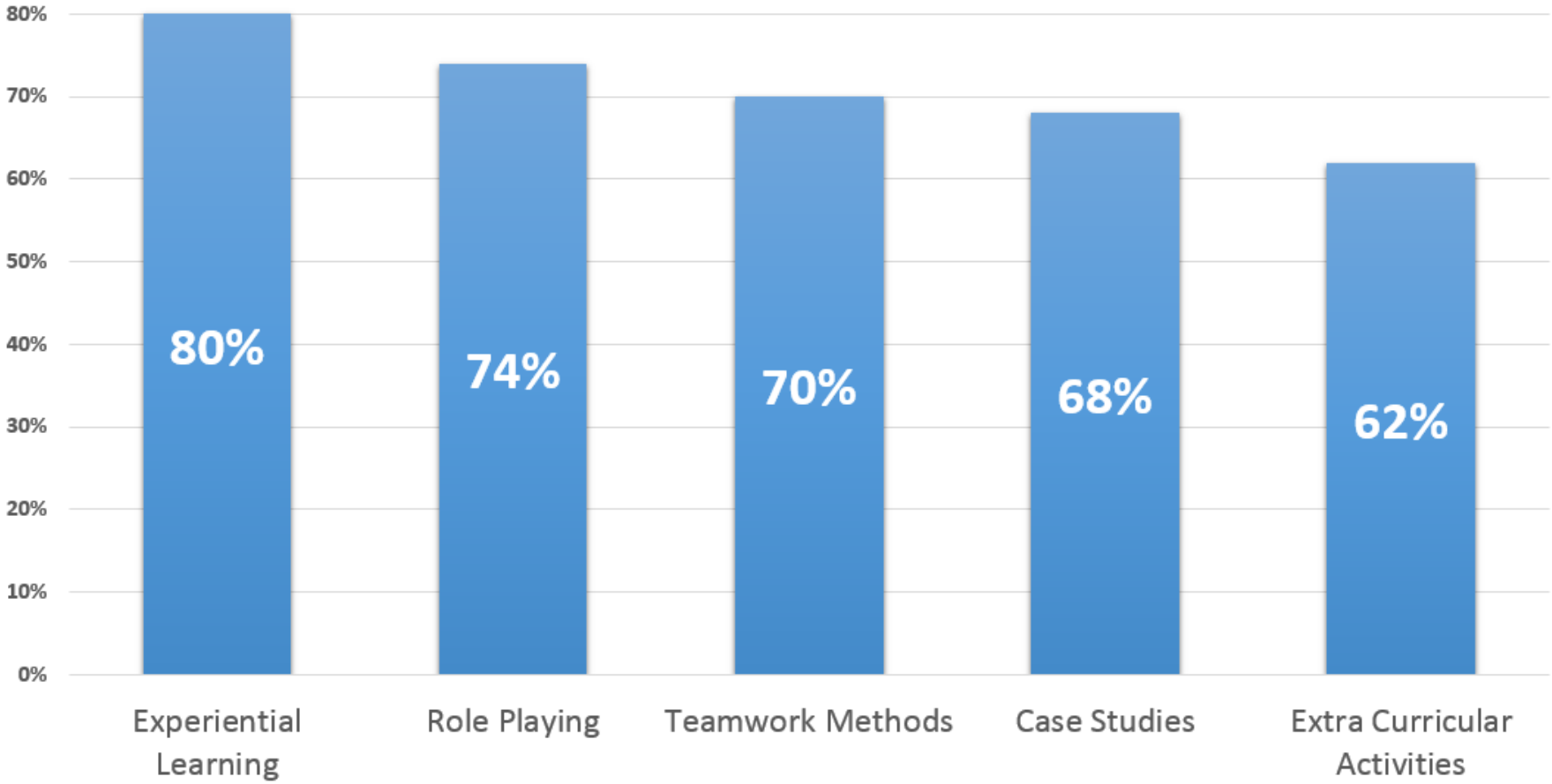
Learning methods!

- Conferences.
- Online study / Distance learning.
- Home studying / self studying.
- Seminars.
- Training.
- Workshops.
- University.

The best learning style is Learning by doing!



How should soft skills be taught?



Learning methods!

- Conferences = 10% to 30%
- Online studying = 10% to 30%
- Home studying / self studying 10% - 50%.
- Seminars / workshops = 10% - 50%. Huge number of attendees.
- Training = 50% - 90%
- University curriculum = unfortunately they don't consider them.
- Distance learning = 10% to 30%

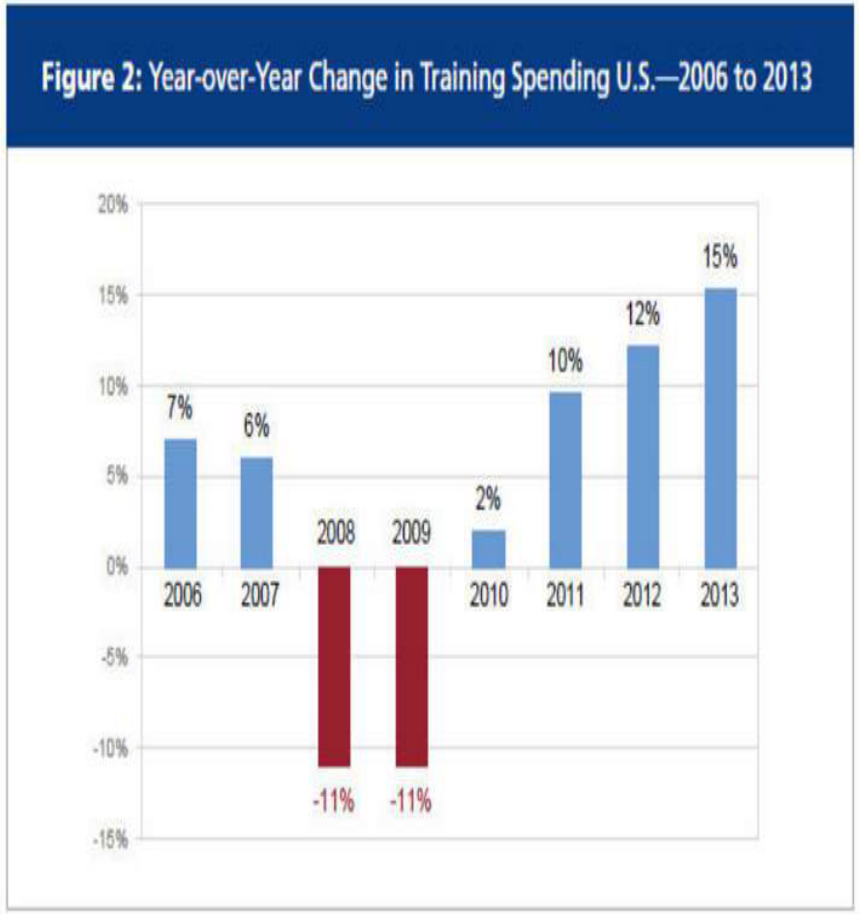
Benefits of training!

- US Companies spent on training:

- Over $70 Billion in the US
- Over $130 Billion worldwide.

- 20% of the most profitable companies in every industry invest 3% of their annual revenue into training and development of the staff.

- The research proved that the **Best motivator** for the employees is the training not the money!



CPD

- The CPD Standards is an international accrediting organization.
- It works globally to raise the standard of training and educational activities.
- The CPD accreditation demonstrates the training courses by third party assessment methodology.

- **What does that mean for you?**
- CPD accreditation ensures that high standards of education are constantly maintained. & that will help you to get your CPD points for renewing your license.

Benefits of training!

- Have different learning styles.
- Meeting people from different areas & share knowledge & experience.
- In-house training will deepen the relationships between the staff.
- Get motivated & appreciation form company & increase loyalty.
- Enrich the CV especially if the training is CPD accredited.
- Gain CPD points.
- Relief stress especially the work.
- Learning technical & to the point skills & knowledge.
- Cover the gap available.
- Will get case studies as well.

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"It's not the strongest of the species who survive, nor the most intelligent, but the one most responsive to change."

~ Charles Darwin

Conclusion!

- Skills on how to effectively work with a team are required from you as a Pharmacist.
- Effective Communication skills are required from you as a Pharmacist.
- Training and development is required from you as a Pharmacist.
- Leadership & Management skills are required from you as a Pharmacist.
- Good customer skills and able to deliver knowledge to others is required from you as a Pharmacist.
- Having all these qualities will make job hunting a lot easier for you.
- Training is the best learning method to gain these knowledge & experience where you can practice the professionalism.

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Soft skills aren't optional.



of long-term job success depends on soft skills

SOURCE: Stanford Research Institute International and the Carnegie Mellon Foundation

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