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LATEST APPROACHES TO PATIENT COUNSELLING IN THE PHARMACIES!

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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. Definition of patient counselling & practical tips for patient counselling.
2. Benefits & Barriers of patient counselling.
3. Looking for approaches.
4. Latest approaches in patient counselling.
5. Successful case study.

Definition of patient counselling

- In a simple way it's "Helping patients manage their health with the right medications and understand how to take them correctly".

- Counselling may be defined as "a one-to-one interaction between a pharmacist and a patient and/or caregiver.
- The effective counselling should encompass all the parameters to make patient/party understand his/her disease, medications and life style modification required.

(Beardsley , 1997); ASHP, 1997).



Practical tips for patient counselling

- Introduce yourself
- Make sure client is comfortable
- Address the client by name
- Break tension by making social comments

Then ask the Three main questions:

- What did your doctor tell you the medication is for?
- How did your doctor tell you to take the medication?
- What did your doctor tell you to expect?

- Give the client time to answer
- Show the client that you care
- End the conversation with a small conclusion

Counselling tools

- Written information.
- Audiovisual materials.
- Labelling on the medicine.
- Medication calendars.
- Drug reminder chart.
- Special medication containers.
- Private room counselling “in the pharmacy”

The USP counselling technique

- The United States Pharmacopoeia (USP) , divide medication counselling into the following four stages (USP,1997).
- Stage I: **Medication information transfer**, during which there is a monologue by the pharmacist providing basic brief information about the safe and proper use of medicine.
- Stage II:: **Medication information exchange**, during which the pharmacist answers questions and provides detailed information adapted to the patients' situation.
- Stage III: **Medication education**, during which the pharmacist provides comprehensive information regarding the proper use of medicines in a collaborative, interactive learning experience.
- Stage IV: **Medication counselling**, during which the pharmacist and patient have a detailed discussion intending to give the patient guidance that enhances problem-solving skills and assists with proper management of medical conditions and effective use of medication.

Benefits of Patient Counselling

- Improving the quality of life.
- Fostering independence for the patient.
- Improving the control over disease.
- Emphasising the importance of prevention and early recognition of the Disease.
- Increasing patients understanding and management of their medical condition.
- Minimising incidence of adverse drug reactions and drug-drug interactions.
- Shortening the length of stay in hospitals.
- Decreasing medical, personal and social costs.
- Increasing patient satisfaction.
- Improving quality and effectiveness of health care.



Barriers to appropriate patient counselling

Perception

- The patient may view the pharmacist as only being interested in drugs and money, not people.
- If the patient views the Pharmacist as being incompetent or uncaring, he/she is less likely to trust their advice.
- Negative attitude from doctors or pharmacists are usually caused by a lack of confidence and low self-esteem.
- Communication is far from ideal all the time, and doctors or pharmacists should strive to improve their skills through practice.

Barriers to appropriate patient counselling

Personal barriers

- Include low self-confidence of the pharmacist.
- Shyness.
- Cultural differences.
- Discomfort in sensitive situations.

Not effective communication

- Lack of communication skills.
- Lack of scientific knowledge.

Barriers to appropriate patient counselling

Time barriers

- In one study, 29% of pharmacists said they thought "not enough time to counsel patients".
- Crowded pharmacy - "many patients same time".

Environmental barriers

- Lack of privacy.
- Lack of furniture that creates physical barriers between patients and doctors.

Smartphones & health!

- More than 40% of consumers say that information found via social media affects the way they deal with their health.
- 90% of respondents from 18 to 24 years of age said they would trust medical information shared by others on their social media networks.
- 18 to 24 year olds are more than 2x as likely than 45 to 54 year olds to use social media for health-related discussions.
- 54% of patients are very comfortable with their providers seeking advice from online communities to better treat their conditions.
- 41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility.
- The Mayo Clinic's podcast listeners rose by 76,000 after the clinic started using social media.

Consider this!

- Today's iPhone user touches the screen over 100 times a day!
- 79% among all respondents reach for phone within 15 minutes of waking up.
- 62% reach for it immediately after walking.
- 44% reach it immediately & use it as alarm.
- 46% of people have FB will use it while they do their errands & shopping, 47% while preparing meals, 48% at the gym!
- Facebook ranked as a top 3 activity done on smartphones!

- Today's youth will be tomorrow's patients and they will look to mobile for care. Plan now to invest in the next generation.
- And when you consider that 79% of people aged 18-44 have their smart phones with them 22 hours a day.

Mutual benefits!

- **Accessibility** – A pharmacist can be busy and no space in the pharmacy.
- **Affordability** - Reduced overheads such as not having to prepare a private counselling space.
- **Anonymity** - If you are concerned about the stigma attached to mental health problems or you are worried that someone may find you are having treatment.
- **Convenience** - A hugely beneficial aspect for the following individuals: Disable people. Personwho are unable to take a break from their responsibilities even for a short time. People living far from a pharmacy. Hearing impaired - instant chat and email counselling mean that an interpreter will not be required.
- **Flexibility** - These services can be offered at more flexible times than face to face counselling.
- **Documentation** - The patient will get a copy of the treatment plan!

Latest approaches to patient counselling

1. Pharmacy application.
2. WhatsApp, pharmacies websites & DIC “Drug Information Centre”
3. Social media.
4. Email counselling / Online chat.
5. Interactive Video.
6. NEVER EVER LEAVE IT!

1. Mobile application

- **Mobile health technology:** refers to technology-based applications that allow a patient and a physician to clinically interact from different locations with the patients..
- Drugs information & drug-drug interaction.
- Diseases information.
- Contact possibilities.
- Notification of drug appointment when you insert your medication.
- Electronic prescribing.
- Insurance claim.
- Pictures for the case.
- Help is calculation the dose - BMI.
- Chat privately.
- Patient chard & history of data.

2. Whatsapp! DIC!

- Whatsapp is used by 39% of the global mobile internet population where **Malaysia** comes in at number **3** in amount of usage after South Africa & Argentina by 73%.
- Directly with the patient.
- Possible in sending pictures & evidences.
- Possibilities in sending multi messages.
- Free
- Anytime can respond.

3. Social Media

- Facebook is currently the most visited social media website in Malaysia. In total, there are **10.4 million Facebook users in Malaysia** of which 3.5 million are youth aged between 18 and 24.
- Easy to connect.
- Private.
- Free.
- Get notification.
- Update knowledge.
- Discuss cases.

4. Email counselling / Online counselling

1. Very flexible No interruption.
2. Free.
3. Privacy.
4. Have more time to give your opinion as a pharmacist.

5. Interactive video

- Research proved that when you use more senses you will get more knowledge, so when you watch a video, you will use the vision and hearing senses which will raise the possibilities of remembering the knowledge.
- Very possible to create a channel at Youtube to deepen the relationship with your patient & make the knowledge generic for every one.
- Easy access & easy to share.

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6. THE PHARMACIST



6. Face to face, NEVER LEAVE IT

85% OF PATIENTS IN ASTUDY IN HONG KONG FELT THAT THE PHARMACISTS COUNSELLING SERVICE COULD IMPROVE THEIR DISEASE MANAGEMENT!

SO, TRY TO FIND AWAY TO LET THE PATIENTS CONNECT MORE WITH YOU AND REMOVE ALL THE BARRIERS WHICH MAKE PATIENT NOT COMING TO YOU.

6. Face to face, NEVER LEAVE IT

IN THE PHARMACY YOU CAN:

1. ESTABLISH TRUST.
2. COMMUNICATE VERBALLY.
3. COMMUNICATENONVERBAL.
4. LISTEN.
5. ASK QUESTIONS.
6. REMAIN CLINICALLY OBJECTIVE.
7. SHOW EMPATHY & ENCOURAGEMENT.
8. PROVIDE PRIVACY & CONFIDENTIALLY.
9. TAILOR COUNSELLING TO MEET PATIENTS NEED.
10. MOTIVATE PATIENT.

Dawacom in Jordan - Case study!

Dawacom pharmacy = Healthcare provider centre

Using the latest approaches we could build a huge trust & confidence with our patients & in our pharmacies we afford:

1. Private room for counselling.
2. Clinical pharmacists for chronic disease patients.
3. Nutritionist counselling.
4. Sports counselling & needs.
5. Child & maternity specialist.
6. Smoking cessation counselling.
7. Beauty advisors.
8. Insurance department.

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Dawacom Completed services Pharmacy in Jordan



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Smoking cessation counselling area



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Educational & Counselling area



Nutritionist Room



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Sports needs & counselling



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Maternity & kids counselling



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Dawacom - Success story of latest approaches counselling!



Conclusion

We talked about all these modern approaches, however let's not forget that our number one choice has always been and will always be the PHARMACIST COUNSELLING PATIENT IN THE PHARMACY.

So, all the approaches should be add on complementary to increase the efficiency of the patient counselling!

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