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Patient education and counseling

Counseling is giving advice and making certain that the advice is understood after listening sympathetically to the patient, s doubts, problems or viewpoint.

Patient’s compliance may be defined as the extent to which a patient takes or uses their medication, in accordance with the medical or health advice given

Patient non compliance from doctor point of view may extend to the failure to keep an appointment and non-participation in a screening programme which may relate back to a patient’s behavior and acceptance of health care advice.

Patient compliance from pharmacist’s point of view is largely dependent upon the communication of information necessary for the correct use of medication in association with supportive advice or counseling.

Communication may be defined as the means by which information is passed from a sender to a receiver. It is important to ensure that information received (understood) is the same as that sent.

What is essential, is for the pharmacist to ensure that the patient knows and understands sufficient for the effective and safe use of medicine supplied.

Information which should be considered as important by the pharmacist to convey to the patient

1. The pharmaceutical form of the medicine and its identity.
2. The intended use and expected action.
3. The method of use.
4. The dose or amount to be use.
5. The frequency and correct time of administration or use( administration schedule)
6. The maximum dose in 24 hours.
7. The duration of treatment.
8. Side effects to be minimized by the patient.
9. Side effect s to be referred to the doctor.
10. Medicine, food or activities the patient has to avoid during treatment.
11. Action to be taken in the event of a missed dose.
12. The storage of medication
13. The discarding of unused medicine beyond a specified expiry date.
14. The arrangement of further supplies and where the pharmacist is counter described by a patient.
15. The aim of treatment

**Communication**

Characteristics of communication

1. The purpose of communication is not just to deliver a message but to effect a change in the recipient, in respect of his knowledge his attitude and eventually his behavior.
2. The value of communication is to be judged not on its purpose or content, but on its effect on the recipient.
3. Communication must be matched to the knowledge, social background, interest, purposes and needs of the recipient.
4. Communication is effected not only by words, which must have the same meaning for giver and receiver, but also by attitude, expressions and gestures.
5. If communication is to change behavior, the required change in the recipient must be seen by him to have more advantages than drawbacks.
6. To make sure that communication has succeeded, information about its effect, both immediate and subsequent, is needed
7. Communication demands efforts, thought, time and often money.

Leaflets brochures and booklets are further increase the patient’s compliance

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| How to use the inhaler  To get the maximum benefit from your inhaler, make sure that you follow the these simple instruction   1. Always shake the inhaler before use 2. Breath out as fully as you can just before placing the mouthpiece in position 3. Tilt your head back slightly so that the medication ends up in your lungs. Not your mouth. 4. Now suck in air (if your inhaler is the pressurized type, you should spray it at the same time), and continue to inhale so that the medication is taken deep into your lungs 5. Hold your breath for as long as possible then breathe out slowly.   It may help to first go through this procedure, without activating the inhaler, until you feel confident about it.  Always make sure that the inhaler is thoroughly dry before and dried after use. The mouthpiece may be detached and washed after use but DRY THOROUGHLY  **Keep all medicines out of reach of children** |

How to use your eye ointment

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| 1. First wash your hands then gently clean the eyelids 2. Next , gently pull the lower lid downwards, and direct your gaze upwards 3. Carefully place a thin line of ointment along the inside of the lower eyelid. Avoid touching the eyelid with the tube nozzle if possible 4. Next close your eye, and move the eyeball from side to side. Gentle massage will also help to spread the ointment   Initially your vision may be blurred, but will soon be cleared by blinking. DO NOT RUB THE EYE AT THIS STAGE  Be sure to complete the course of treatment as directed  Do not share the eye ointment with anyone else  Store in cool dark place  KEEP ALL MEDICINES OUT OF THE REACH OF THE REACH OF CHILDREN |

**Counseling**

Counseling is giving advice and making certain that the advice is understood after listening sympathetically to the patient, s doubts, problems or viewpoint.

Counseling may be described as helping people to help themselves. It is required by pharmacist to spend sufficient time on patient education.

Pharmacist should not only advise both the doctor and patients about prescribed medicines but

Monitor adverse drug reactions

Consult with doctor about prescribing and dispensing procedure

Advise members of the public about ‘Over the Counter Drugs’

Advice to patient in response to description of symptom

Take part in health education

Take part in diagnostic screening

**Factors effecting patient counseling**

**Patient Education**

It is generally considered that patient education is the most important variable affecting compliance. Information provided to the patient concerning medication must be understood. Faulty comprehension has been reported to contribute to some two-third of compliance problem.

Most patient are only able to recall about a third of what has been told to them and it recommended that when counseling the more important points should be given initially and finally as recall of interviewing items has shown to be erratic.

Factors which have been found to decrease effective interaction between patients and doctor, pharmacist.

1. The patient is too fearful or nervous to ask questions
2. The patient is unwilling to ask questions for fearing of appearing ignorant
3. The patient is confused by spate of medical terminology
4. The patient does not appreciate the importance of information conveyed
5. The doctor or pharmacist lack the time or devote insufficient time to explain instructions adequately to the patient
6. The consultation is awkwardly terminated, for eg, prescriber writing the prescription or the pharmacist placing the medication in a bag and handing it to the patient

The pharmacist has the opportunity and responsibility, where such deficiencies exist in the patient-doctor relationship, to ensure that the patient understands all immediately relevant information relating to the prescribed medication regimen. The pharmacist should use, as appropriate, suitable verbal, written or audiovisual communication techniques in order to inform, educate or reinforce the knowledge of the patient about his/ her medication

**Environment**

Space, furnishing, privacy and noise can be significant influences. Even a reduction in light at one end can convey an impression of greater privacy

The counter itself can be a serious barrier and inhibit the patient from being receptive and information.

Pharmacist who have established counseling facilities engender and experience a heightened awareness by the public of the pharmacist professional contribution to primary health care.

**Personal**

To most people, a clean white lab, coat or uniform or smart business-like dress gives a professional image which helps to put the patient at ease and conveys confidence

The pharmacist behavior will also subconsciously as well as consciously contribute to the ease and effectiveness of communication and counseling.

Both verbal and nonverbal communications are effective

Nonverbal communication as body contact, proximity, relative positioning, gestures, facial expression, eye movement, posture, head movement, and as referred to above , appearance.

Physical positioning is important; the pharmacist should be a comfortable distance from the patient, not too close so as to threaten him and not too far away to make a quite conversation ineffective.

The pharmacist voice level should keep low and personal. Avoid speaking down to the patient while at the same time trying to speak in a manner, and using a vocabulary, which will be understood. Eye contact is also important but should not be too excessive such that the patient feels both stared at and uncomfortable. Both verbal tics for example, repeatedly saying ‘you know’ or ‘OK’ and physical tics, such repeatedly scratching the nose or ear, should be avoided as they are irritating and distract the concentration of the patient

The pharmacist should aim to be friendly, sincere and sympathetic