

# **Interactive Patient Counseling**

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- Counseling is a communication which involve listening, questioning, evaluating, interpreting, supporting, explaining, informing, advising, and ordering.



# Effective Counseling Process

- Proper Environment
- Pharmacist Skills and knowledge
- Know your audience



*Am J Health-Syst Pharm.* 1997; 54:431-4.

# Proper Environment

- Private, quite
- Free of distractions
- Comfortable, safe
- Proper Designs, Layout



# Pharmacists' Skills and knowledge

- Current knowledge of pharmacotherapy
- Ability to provide effective and accurate patient education and counseling
- Knowledge of patients' cultures, health and illness beliefs, attitudes, and practices.
- Open-ended questioning and active listening

- Obtaining information from and sharing information with patients
- Understanding the patients' attitudes and potential behaviors concerning medication use
- Determining whether a patient is willing to use a medication and whether he or she intends to do so

- Observe and interpret the nonverbal messages (e.g., eye contact, facial expressions, body movements, vocal characteristics) patients give during education and counseling sessions



# Know your audience

- Educational level:
  - Tailor talk for understanding
  - Using diagrams, pictures, or models
  - Handling medications and administration devices
- Use appropriate language





# Scenario

- Mrs. Salem is a middle aged woman.
- It is her first time in this particular pharmacy, and she has not previously been counseled by a pharmacist .
- She gives the pharmacist a new prescription of tetracycline.
- The pharmacist notices that Mrs. Salem name is not familiar

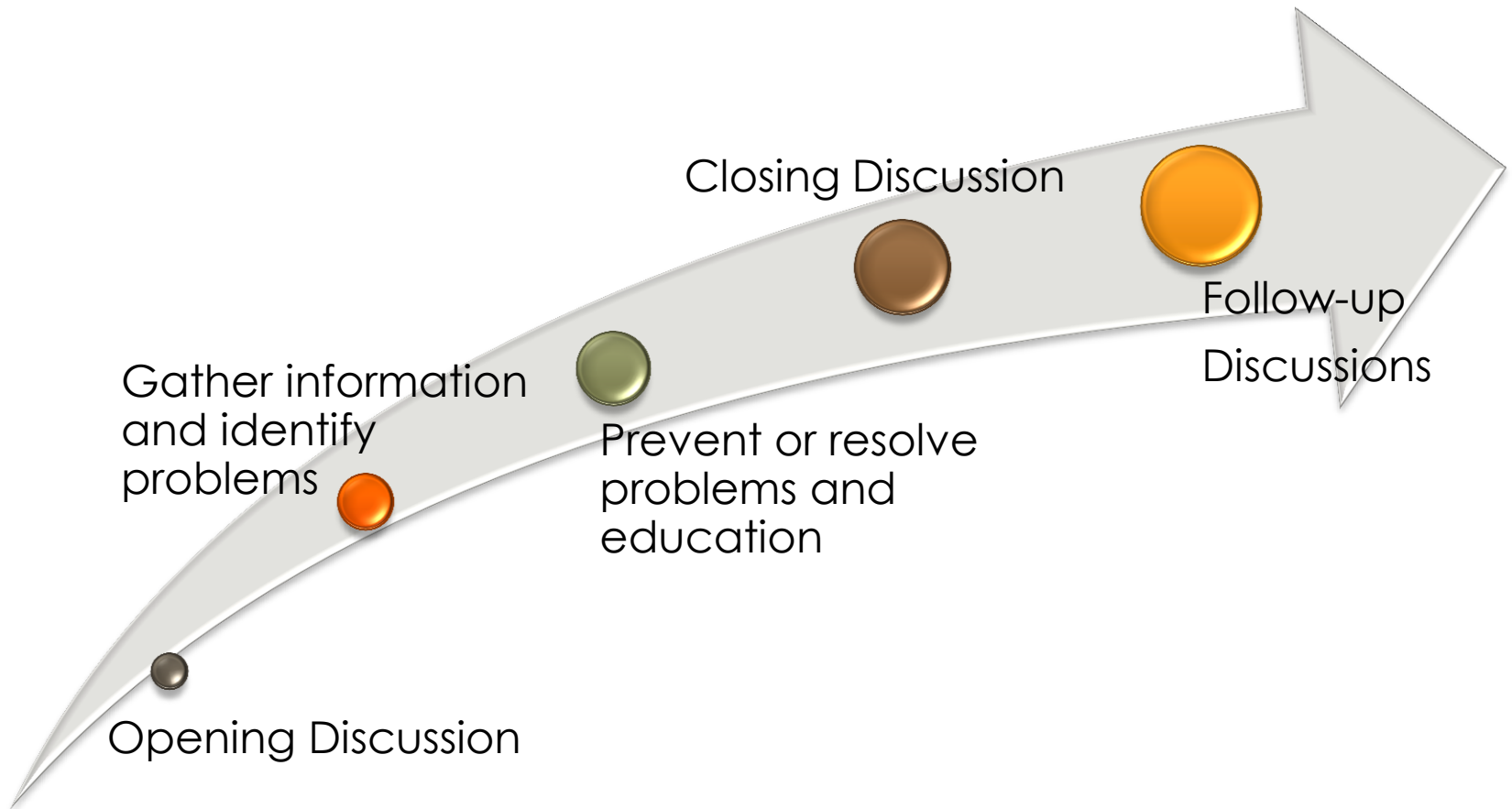
➤ Anything went wrong during the conversation ?

➤ who's the mistaken?



➤ How would the pharmacist act differently to change the counseling situation?

# Counseling process



# 1. Opening discussion.

- Greet the patient
- Explain your purpose
- Ask the patient's permission to counsel
  - “Hello, Mr.salem. I'm the pharmacist, Nora”
  - “Nice weather we're having today! ”
  - “ I'd just like to take a few minutes to discuss your prescription with you to make sure you get the most benefit form it, can I ? “

- Give written information if available:
  - “ Here is some information about your medication. Read it over when you get home, and if you have any questions give us a call”



## 2. Discussion to gather information and identify problem

A. Medication Hx:

B. Patient present knowledge:

- “what did your doctor tell you about the medication”
- “what did he say it was for”

C. Potential problems:

- “Do you have any questions or concerns about anything at this point”
- “I need to ask you more about...”

### 3. Discussion to prevent or resolve problem and education

- “This medication is called -----”
- “They are pain killers, to relieve the pain in your back”
- “How did the doctor tell you to take it?”
- “Take them every 6 to 8 hours, but only when you need them for the pain. Its better to take them with food so that it wont hurt your stomach”

- “Do you have any difficulties in taking this as I’ve suggested?”
- “you may find it easier to remember your pills if you take them always at meal time”
- “Sometimes with these drugs some unexpected effects occur. Did the doctor mention anything to you?”
- Some people find that these pills make them drowsy, so see how they affect you before you drive or do anything that requires alertness”



- “ Very rarely (occasionally, frequently), people develop a reaction to this medication. This probably wont happen to you, but if you notice an unexplained fever or a rash, let your doctor or the pharmacist know about it right away?”
- “ The doctor has written that you may get these pills again in 10 days if you still need them.”
- “Did the doctor tell you what to do when you finish these pills?”
- “ you should be feeling relief of pain within 30 min of taking the drug. Let me or your doc. Know if you are not finding relief. Hopefully by time you have finished all these pills, you’ll no longer be needing It.”

## 4. Closing Discussion

- Recap important Points:
  - “Remember, this medication may make you drowsy.”
- Get Feedback:
  - “Do you have any questions about this?”
  - “Just to make sure I’ve made myself clear, could you tell me now how you are going to take these pills?”

- Encourage to call:

- “ If you have any questions or problems, don’t hesitate to call us.”



- Arrange follow-up:

- “would you give me a call tomorrow to let me know how you are doing with the medication.”

**OR**

- “Can I call you tomorrow to see how you are doing.....? What time would be convenient?”

## 5. Follow-Up Discussion

- Introduce yourself
- Remind the patient why you are calling
- Follow with specific questions:
  - “Are you finding it helps the symptoms or condition being treated?”
  - “How do you feel when you take your medication?”
  - “Have you noticed any upset stomach at all?”
- Provide appropriate advice
- Close as for the main counseling discussion

# Summary

Prepare prior to counseling

Introduce yourself and your topic

Use language the patient understands

Present information in logical order

Summarize key points

Verify patients' understanding

Allow final questions from patient

Give written information to patient

Documentation

# Questions?

