

Patient Counselling

Definition and benefits of patient counselling

Stages of patient counselling - Introduction, counselling content, counselling process and closing the counselling session
Barriers to effective counseling - Types and strategies to overcome the barriers
Patient counselling points for chronic diseases/disorders - Hypertension, Diabetes, Asthma, Tuberculosis, Chronic obstructive pulmonary disease and AIDS.
Patient Package Inserts - Definition, importance and benefits, Scenarios of PPI use in India and other countries.
Patient Information leaflets - Definition and uses

Patient counseling: Patient counseling is defined to the process of providing information, advice and assistance to help patients use their medications. Counseling patients regarding their medications is an important responsibility for pharmacists and an excellent learning opportunity for students. Pharmacists are often the only health care providers focusing patient education on medication: how to take it, what to expect, and side effects and drug interactions. Many pharmacists have been trained to use a counseling method developed by the Indian Health Service (IHS)

. Benefits of patient counselling

Pharmacists provide effective dose on their patient information. The pharmacist has immense responsibility in counseling the patients with chronic illness. Drug interactions and adverse drug reactions should be prevented. Build a therapeutic alliance with patients to meet mutually understood goals of therapy. Patient becomes an informed, efficient and active participant in disease treatment and self-care management. The pharmacist should be perceived as a professional who offers pharmaceutical care.

Stages of patient counselling:

Stage 1: Introduction (Counselling content) Introduce yourself • Review patient's medication record • Explain the purpose and importance of the counseling of the counseling • Obtain medication history interview Eg: allergies previous incidences • Obtain drug related information such as allergies, use of herbals etc. • Assess the patient's understanding of the reasons for therapy • Assess any actual and / or potential concerns or problems of importance to the patient

. Stage 2: Present Patient Condition: Personal assessment: Name, Age of patient • Assess the patient's mental ability to understand the current Eg: Black box warnings • Sensory and physical status • Cognitive abilities • Willingness of

the patient to use medication. • Clinical assessment: How to use the medication • Attitude towards medication
u • Possible barriers of the • Patient –Non-adherence • Willingness of the patient •

Stage 3: Closing the counselling session Verify the patient's understanding by means of feedback ,Summarize by emphasizing key points. • Give an opportunity to the patient to put forward any concerns. • Help the patient to plain follow-up •

Barriers to effective counseling - Types and strategies to overcome the barriers The data was collected by adding a question about the existence and nature of counseling barriers, if they exist, to the standard patient counseling form used by pharmacists.

Type of Barriers to effective counseling Effective patient counseling in community pharmacy is a difficult task, due to the following barriers. 1. Pharmacist related barriers 2. Patient related barriers 3. System related barriers 1. Pharmacist Related Barriers Lack of knowledge about patient • Lack of knowledge about patient's disease condition • Lack of confidence or skill • Attitude and beliefs of pharmacist • Age difference • Religious difference • 2. Patient Related Barriers Lack of trust • Lack of knowledge of non-verbal communication • Cultural/religion beliefs • Poor listening • Lack of time • Information overload • Physical /mental status • Emotions • 3. System Related Barriers Lack of pharmacists in a pharmacy. • Lack of time. • Pharmacist not having access to the patients full medication history • Poor communication between pharmacists and physician. •

Strategies to overcome the barriers

Barriers to communication can be overcome by: Body language • Motivate the receiver • Checking whether it is a good time and place to communicate with the patient • Being clear and using language that the patient understands • Communicating one thing at a time • Respecting a patient's desire to not communicate • Checking that the patient has understood you correctly • Communicating in a location that is free of distractions • Acknowledging any emotional responses the patient has to what you have said. •