


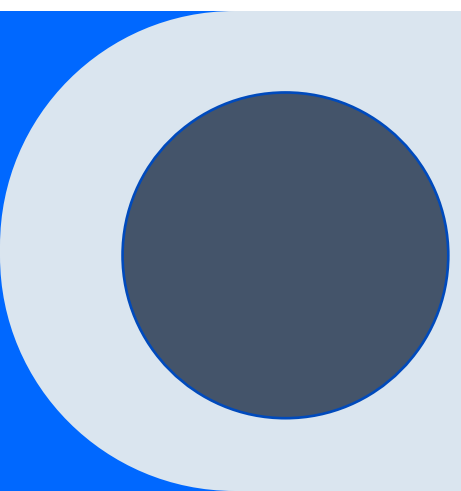


Workshop of difficult conversations:

**The effect of communication skills in the patient-pharmacist
relationship and how to manage difficult situation**

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Disclosure

Dr. Nicole M. Quiles Alves, faculty for this CE activity, has no relevant financial relationship(s) with ineligible companies to disclose.

Objectives

1. Describe different communication styles.
2. Explain the effect of communication style on relationships and the value of self-awareness.
3. Describe how communication styles tend to vary across cultures and patients.
4. Identify strategies on how to handle crucial conversation.
5. Describe how emotional intelligence and intellectual intelligence help manage crucial conversations.
6. Discuss the role of the pharmacist on healthy communication with patients and others.
7. Value the role of the health care professional as a communicator
8. Create a strategy to assure professional evidence base communication skills are present when managing difficult conversation on a pharmacy practice site.



Communication Types

I. Verbal communication

- is considered as the most frequent form of patient interaction
 - Listen, understand and respond in a manner that encourage continue interaction

II. Non-Verbal communication

- happens person-to-person and is as important as verbal communication
 - message is transmitted through our body language, personality, and tone of voice
 - The key part of effective nonverbal communication is the capacity to read other people's body language accurately as well as the ability to alter one's own body language in response.

Communication Types

III. Written

- refers to any message or information conveyed through written symbols
 - tends to be more permanent and easily referenced

IV. Visual

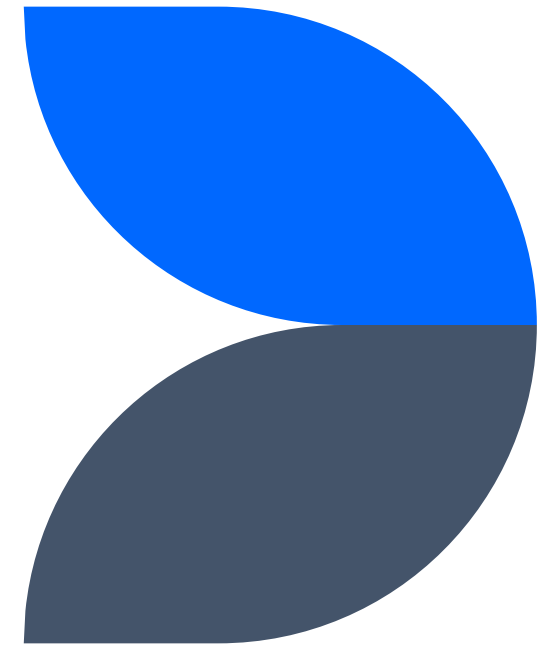
- includes any message or information conveyed through visual aids
 - engaging and can convey complex ideas quickly

Communications Styles

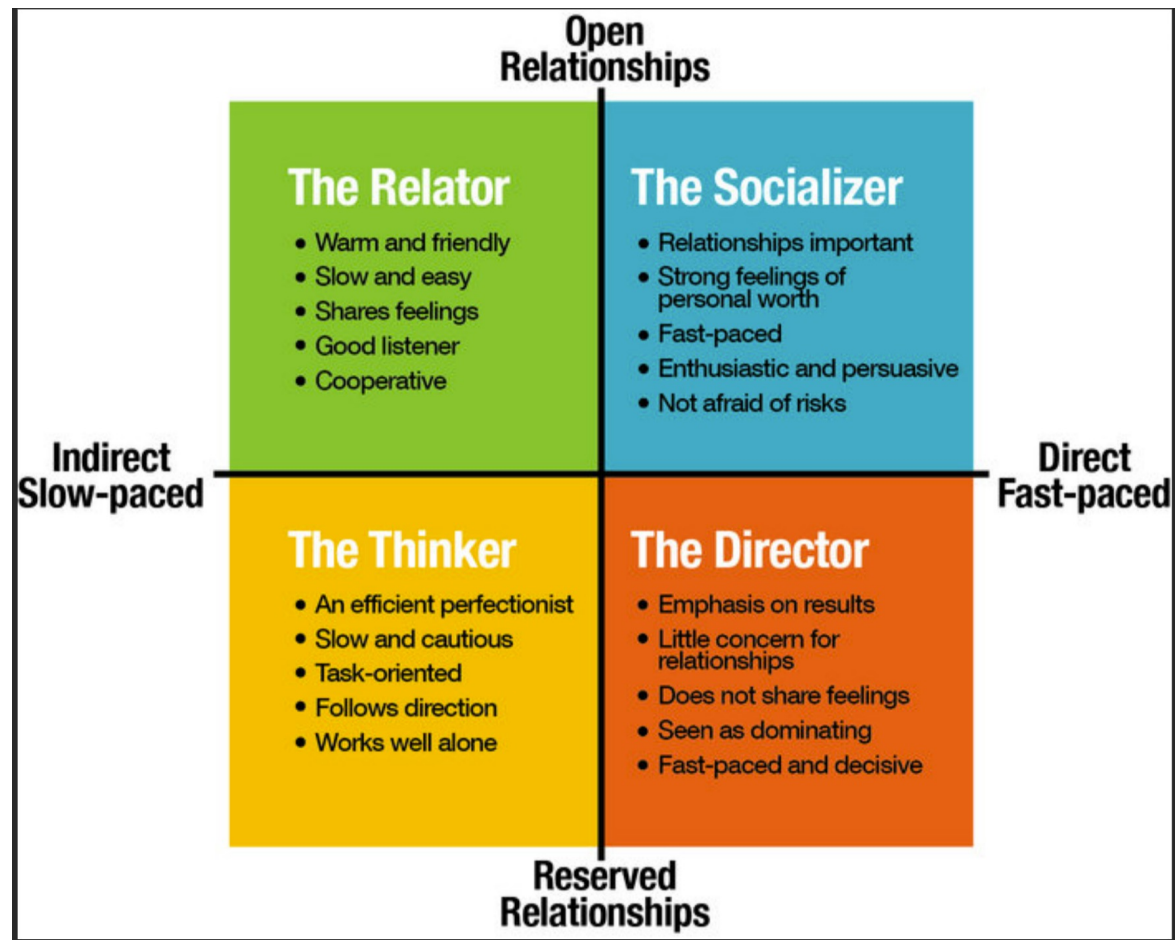
A communication style describes:

- the approach you take to share messages with others.
- an inherent way of communicating or implement a specific style based on the situation.
 - For instance, conflict resolution may require a usually passive individual to adopt a more direct form of communication.

Effect of Communication Styles in a Relationship & Self-awareness Value



Communication Styles are:

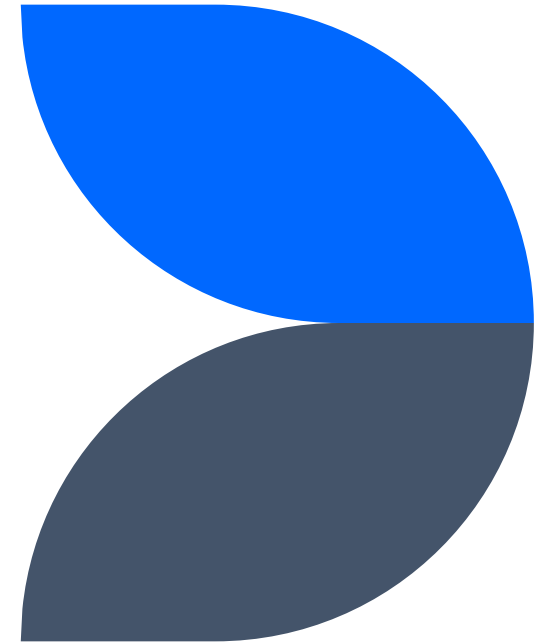


Self-Awareness is:

- having a clear understanding of your personality, your thoughts, emotions and ultimate behaviors.

Also...

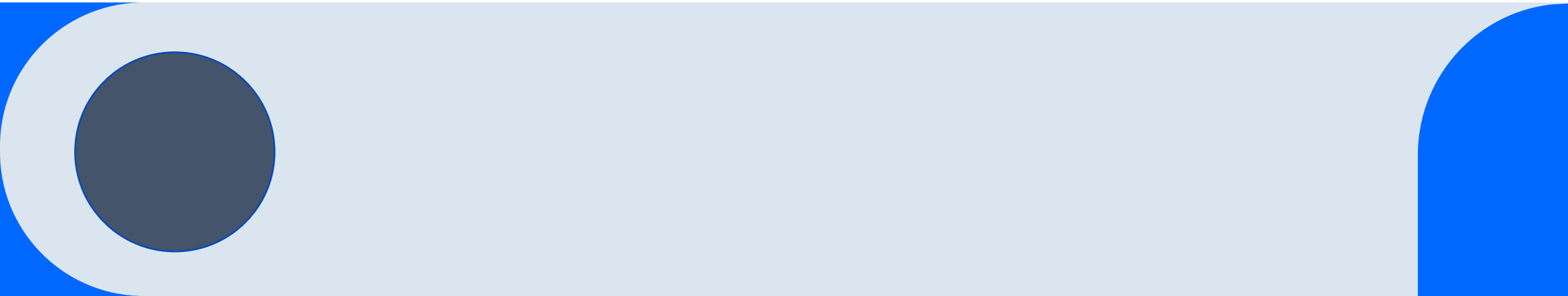
- It allows you to better understand how you affect other people, how they perceive you and how you ultimately manage your responses to them making sure they are an important part of the conversation.



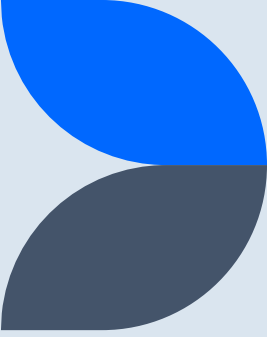


Communication style, cultures & patients

The impact of cultural competency to serve patients



We need to understand the concept of cultural competence...



Cultural competence is about treating people with dignity and respect, regardless of their race, religion, physical or learning ability, gender, gender reassignment, sexuality, health status or how they choose to live.

Box 5: Case study

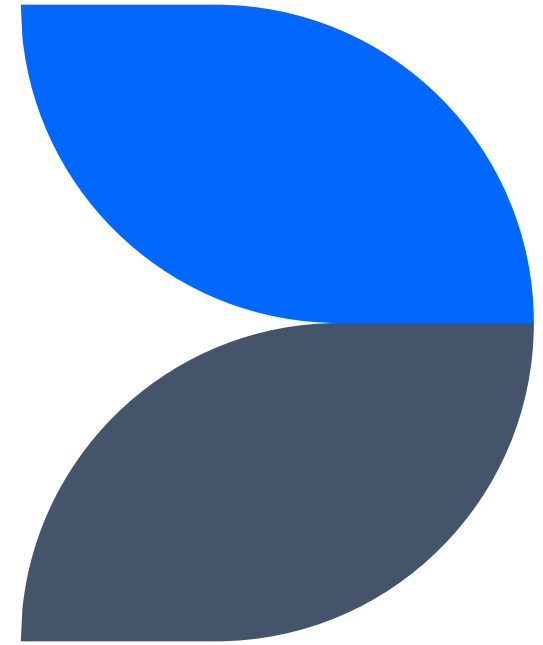
Sam Assinileau comes into your pharmacy and asks for the morning after pill. How will you approach the consultation? What questions will you ask?

Suggested questions and phrases to use:

- Hello, my name is, my pronouns are [if you want to share] and my role is
- How do you like to be addressed or called? OR What are your preferred pronouns?
- Can you help me say your second name, so I get it right?
- If you are willing, can you explain why you need the 'morning after pill' so I can better understand your needs?
- Who is the medication for?
- If you are buying this medication for someone else, I need to ask them some questions before I can decide whether I can supply the medication or not.

There are many different aspects and variations in culture.

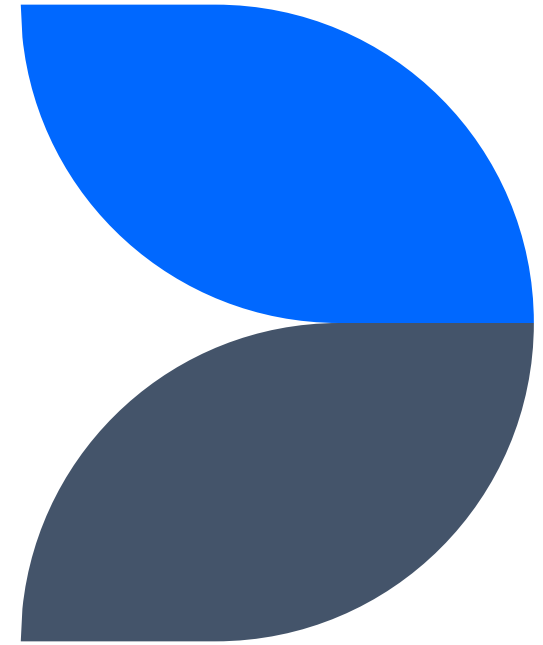
Providing care should always be based on an assessment of individual needs.



What value do we bring?

- highly trusted health care professionals
- accessible health care providers in their community
- supportive pharmacist/pharmacy technician
- welcoming environment / dedicated spaces for wellness services and pharmacist consultations
- knowledge / education
- alternatives of treatments on the community

Strategies - How to handle crucial conversation...





**Most common
challenge/difficult patient
profile we attend at
pharmacist setting is...**

Angry/Mad/Upset patient



Best Practices – Managing Angry Patients/Customers

Do's

- 1- Do NOT take it personally
- 2- Stay Calm & LISTEN
- 3- Empathize with your patient/customer experience
- 4- Explain to the patient the solution and how you will solve it
- 5- Calm the patient/customer by asking questions
- 6- Be polite at all times
- 7- Repeat the process/steps until patient/customer situation is solve or calm

If nothing can be done:

- 1- Emphasize your genuinely care and have the desire to help him/her
- 2- Explain why you are not able to help him/her and justify the reason(s)
- 3- Repeat step 1 &2 until the patient/customer understand or calm down

Best Practices – Managing Aggressive, Verbal Abusive Patients/Customers

- 1- Assure the patient/customer you are competent and want to help
- 2- Explain that his/her behavior is not helpful and delaying the help
- 3- Offer a calmer discussion or suggest a call out later or another time to discuss

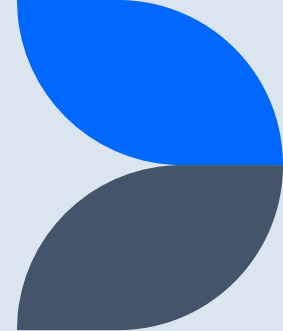


Table 2. Verbal and Nonverbal Methods for Facilitating Patient-Centered Communication

<i>Method</i>	<i>Examples</i>
Verbal	
Continuers	"Go on," "I hear you," "Hmmm," "Aha"
Legitimation	"That makes sense."
Open-ended questions	"Tell me more about..."
Understanding	"It seems like ..."
Exploration	"I wonder if you ..."
Rephrasing	"Let me summarize what you have told me so far..."
Checking the patient's understanding	"Could you summarize what we have discussed so far?"
Nonverbal	
Attention	Judicious eye contact
Responsiveness	Facial expressions such as grinning, lip biting, concerned frowning
Attentiveness	Holding of chin, keeping index finger on temple
Openness	Palms exposed, avoiding crossed arms or legs
Interest	Leaning forward
Active listening	Head nodding
Focus	Purposefully turning away from the computer or medical file
	Tactful silent pauses
	Avoiding interrupting or completing sentences

Table 3. Phrases to Help Elicit the Patient's Perspective

<i>Areas of focus</i>	<i>Suggested phrases</i>
Feelings	"How did that make you feel [emotionally]?" "Tell me more about what was worrying you." "What were your emotions at that time?" "What would you say is worrying you the most?" "How do you feel about that?" "What was that like [emotionally]?"
Ideas	"What do you think is the cause of...?" "Do you have any thoughts on what might be causing this?"
Concerns	"What do you worry about regarding your health?" "Is there something you worry might happen?" "What are your fears about...?"
Impact	"How has your illness affected your daily life?" "What difficulties are you facing because of your illness?"
Expectations	"What would you like to get out of today's visit?" "What more can I do for you today?" "Is there anything else you need from us today?"

Emotional Intelligence (EI) and Intellectual Intelligence (II)

- **Emotional Intelligence**
 - the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.
- **Intellectual Intelligence**
 - human intelligence, mental quality that consists of the abilities to learn from experience, adapt to new situations, understand and handle abstract concepts, and use knowledge to manipulate our own environment.

Recognize that...

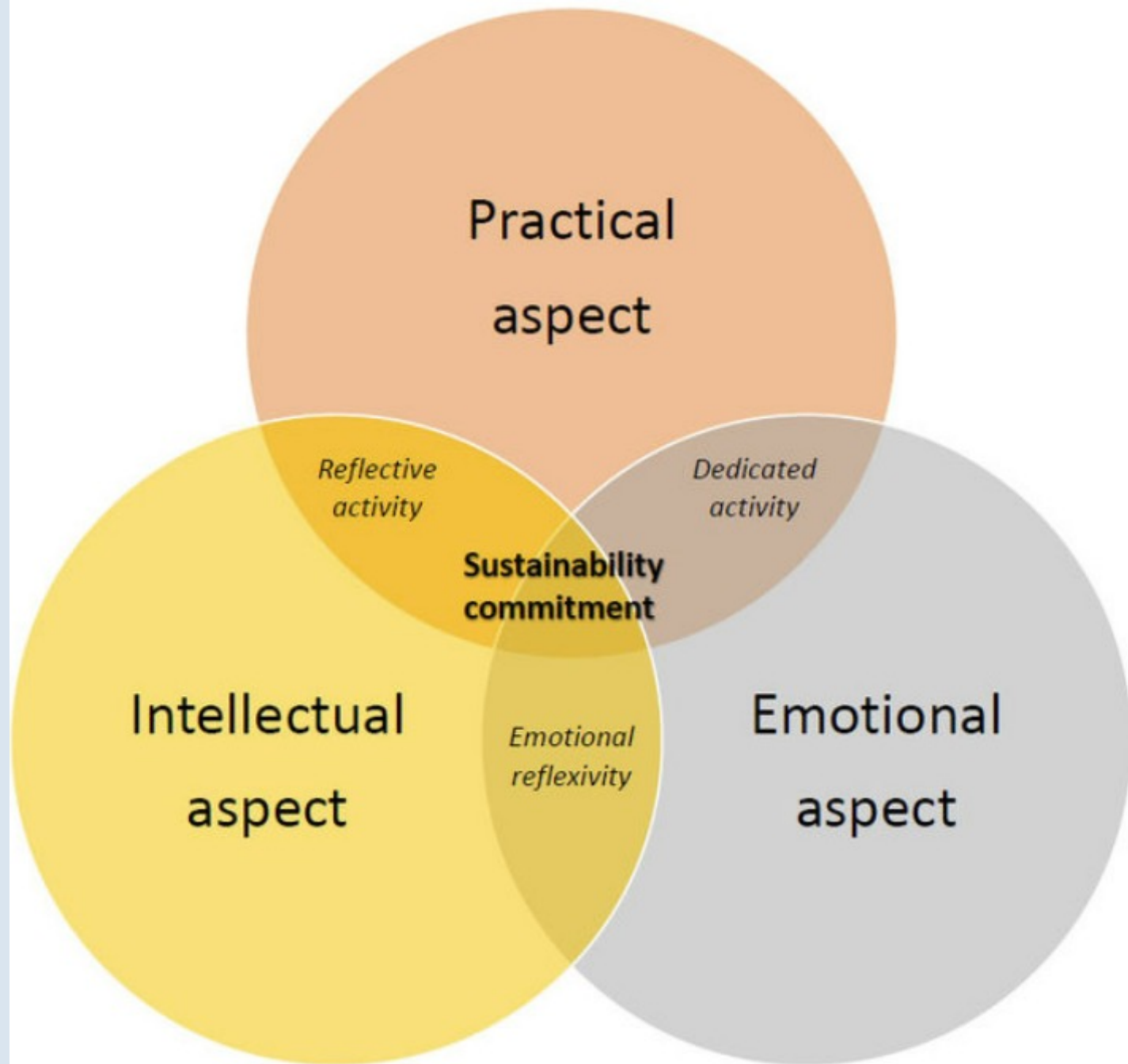
Emotional Intelligence

Four key elements of emotional intelligence:

- self-awareness
- self-regulation
- social awareness
- conflict management skills.

Intellectual Intelligence

- **Associative memory** - The ability to memorize and recall
- **Numerical ability** - The ability to solve mathematical problems
- **Perceptual speed** - The ability to see differences and similarities among objects
- **Reasoning** - The ability to find rules
- **Spatial visualization** - The ability to visualize relationships



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Business opportunities are like
buses. There's always another one
coming.


Richard Branson

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It's all about the healthcare professional communicator role through the ...

TACTFUL Conversation.

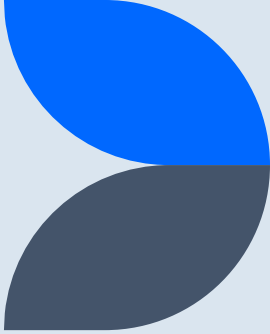
- T: Think Before You Speak
- A: Apologize quickly when you blunder
- C: Converse, don't compete
- T: Time your comments
- F: Focus on behavior - not on personality
- U: Uncover hidden feelings
- L: Listen for feedback



**Strategy to assure professional evidence base
communication skills are present when
managing difficult conversation on a
pharmacy practice site**

How to be consistent?





Goal	Pharmacist Responsibility	Communication Skills
Foster the Relationship	Build rapport Appear open Demonstrate respect Demonstrate caring and commitment Acknowledge feelings and emotions	Greet patient warmly and appropriately Maintain eye contact Show interest Listen actively Express empathy
Gather Information	Determine purpose of encounter Discover biomedical perspective (disease) Understand patient perspective (illness)	Ask open-ended questions Allow patient to complete responses Clarify and summarize information Explore impact of illness on patient
Provide Information	Identify patient informational needs Share information Overcome health literacy barriers	Speak plainly and avoid jargon Use "Patient-Oriented Evidence that Matters" (POEMs) Encourage questions Check for understanding
Share Decision-Making	Identify patient goals Outline collaborative treatment plan	Explore patient preferences Identify barriers to treatment choices Negotiate agreement
Enable Treatment Success	Assess the patient's capacity for self-management Arrange for needed support Advocate for and assist patient with health system	Summarize treatment plan Elicit patient understanding Discuss follow-up
^a Adapted from King A, Hoppe RB. Best practice for patient-centered communication: A narrative review. JGME. 2013;5(3):385–393.		

5 Quick Tips on Improving Communication in Pharmacy

1. Keep it Short and Simple
2. Focus on Key Messages
3. Ask Audience to “Teach Back” to Check Understanding
4. Encourage Questions
5. Provide Easy-To-Read Materials



Thank you!

The difference on difficult conversation
is made by you always.