

**GATHER, RECEIVE AND
RESPOND TO VERBAL AND
WRITTEN INSTRUCTIONS**

INTRODUCTION TO PHARMACY AS A PROFESSION

- Health profession that links health sciences with chemical sciences to ensure safe and effective use of pharmaceutical drugs.
- Plays a critical role in patient care through the management of prescriptions, offering advice on the safe use of medications, and monitoring patient health.



ROLES OF A DISPENSARY ASSISTANT

A dispensary assistant supports the pharmacist in dispensing medications, managing inventory, and interacting with patients.

Key roles include:

- Filling prescriptions under the supervision of a pharmacist.
- Providing basic patient advice on over-the-counter (OTC) medications.
- Handling transactions
- Managing stock levels and ordering supplies.
- Labeling medications and ensuring they are stored correctly.

Add more.....





VERBAL COMMUNICATION

DEFINITION

Verbal communication refers to the use of words, either spoken or written, to convey a message.

It is a form of communication in which message is transmitted verbally, by word of mouth and writing.

It is the most common form of communication and includes face-to-face conversations, telephone calls, written texts, emails, and other forms of written or spoken language.

In verbal communication - keep it short and simple

**Keep It Short and
Simple=KISS**



CHANNELS THAT USE VERBAL COMMUNICATION (SPOKEN/ORAL)

- ✓ verbal discussions
 - ✓ telephonic talks
 - ✓ telecommunications and other artificial media such as audio-visual aids speeches and orders
 - ✓ Holding of meetings and conferences
 - ✓ lectures
 - ✓ social get-togethers
 - ✓ training sessions
 - ✓ public address systems
 - ✓ counseling sessions etc
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ADVANTAGES OF VERBAL COMMUNICATION (ORAL)

- ✓ Allows for immediate feedback
 - ✓ High level of understanding and transparency
 - ✓ Flexibility for allowing changes in the decisions previously taken.
 - ✓ Spoken instructions are flexible and easily adaptable to many diverse situations.
 - ✓ It is the least time consuming, is more direct, simple and the least expensive.
 - ✓ Oral communication is best in case of problem resolution.
 - ✓ Fosters teamwork and group energy and personal connection.
 - ✓ Oral communication can be best used to transfer private and confidential information/matters
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DISADVANTAGES OF VERBAL COMMUNICATION

- ✓ Poor presentation of the message or the instruction can result in misunderstanding and wrong responses.
 - ✓ Relying only on oral communication may not be sufficient
 - ✓ Poor retention
 - ✓ Meetings, long speeches consume lot of time and are unproductive at times.
 - ✓ It requires attentiveness and great receptivity on part of the receivers
 - ✓ Spoken communication is influenced by both verbal and non-verbal communication such as tone or body language which may twist the meaning of your message in the mind of the receiver.
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DISADVANTAGES CONT'D

- ✓ Lengthy, distant and important information cannot be effectively conveyed verbally
 - ✓ It is inadequate where permanency and uniformity of form are required (no record).
 - ✓ Language differences, accents, or hearing impairments can hinder understanding.
 - ✓ Spontaneous responses may not be carefully thought.
 - ✓ The spoken words can be more easily misunderstood than the written words.
 - ✓ It presupposes expertise in the art of effective speaking.
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AIDS TO EFFECTIVE COMMUNICATION

- ✓ Speed
- ✓ Clarity
- ✓ Punctuation
- ✓ Pronunciation
- ✓ Familiarity
- ✓ Fluency
- ✓ Expression

SPEED

- This refers to the number of words per minute
- It is the pace at which information is conveyed.
- Slowing down on rate of speech is the first step towards better speech.
- Effective communication requires adjusting your speaking or writing speed based on the situation and the audience's needs.

Example:

When counseling an elderly patient, a healthcare provider may slow down their speech to ensure the patient understands the instructions for taking their medication. Conversely, during an emergency situation, a healthcare provider may need to speak quickly and concisely to provide vital information to a healthcare team.



CLARITY

- The clearness of the message being communicated.
- Clarity involves using simple, straightforward language and avoiding ambiguity to ensure the message is easily understood.
- Speech should be loud enough to carry to all the listeners.

Example:

When explaining a new medication to a patient, a HCP should use clear and simple language, avoiding medical jargon. Instead of saying, "This is an antihypertensive," the HCP could say, "This medicine helps to lower your blood pressure."

PUNCTUATION

Punctuation...use of various kinds of pauses

It is the use of certain marks to clarify meaning of written material by grouping words grammatically into sentences, clauses and phrases.

The use of spacing, convectional signs and certain typographical devices as aids to understanding and correct reading of written text.



PRONUNCIATION

The correct articulation of words when speaking.

Pronunciation affects how easily the listener can understand the message.

Always remember that English is not "phonetic".

That means that we do not always say a word the same way that we spell it.

Use a Good Dictionary or work with your Trainer to Correct pronunciation



FAMILIARITY

- The use of language, terms, or references that the audience is familiar with.
- Using familiar terms helps the audience understand the message more easily.
- Familiarity with words used, health terminology, names of medicines
- Learning new words
- Understanding contexts and situations before reading again

Example:

When explaining a medication's effects to a patient, a HCP might relate the medication to something the patient already knows. For instance, comparing a new pain reliever to a commonly known one, like saying, "This medication works like ibuprofen, but it's stronger."



FLUENCY

- Ability to express words easily.
- The smoothness and flow of speech or writing.
- Fluency in communication helps maintain the listener's or reader's attention and ensures that the message is conveyed without interruptions or awkward pauses.



EXPRESSION

- Transforming ideas into words.
- The use of tone, emotion, and nonverbal cues to convey the message effectively.
- Expression helps to convey the speaker's intent and emotions, making the communication more impactful.

Example:

When delivering bad news about a patient's health, a pharmacist or healthcare provider should use a calm and empathetic tone, combined with appropriate facial expressions, to show compassion and understanding.



CHOICE OF WORDING- THE 7CS OF COMMUNICATION

- ✓ Completeness
- ✓ Conciseness
- ✓ Consideration
- ✓ Clarity
- ✓ Concreteness
- ✓ Courtesy
- ✓ Correctness



COMPLETENESS

- Message is complete when it contains all facts the reader or listener needs for the reaction you desire.
- Completeness prevents confusion and ensures that the receiver has everything needed to make informed decisions.
- who ? what ? when ? where ? why ?
- Provide all necessary information.
- Answer all questions asked.

Example:

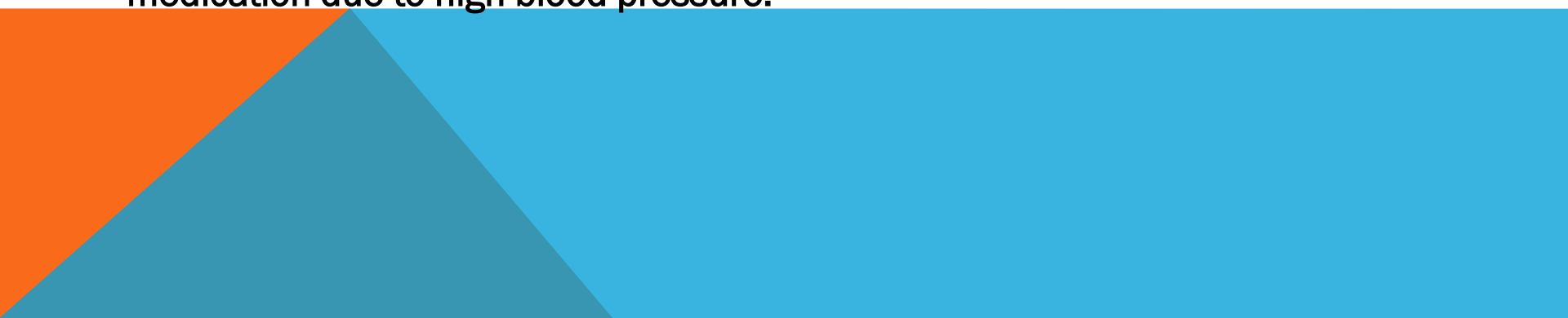
When a HCP provides instructions for a drug, they should include all necessary details: dosage, frequency, potential side effects, what to do if a dose is missed, and any dietary restrictions.



CONCISENESS

- Conciseness means communicating your message in the fewest possible words without sacrificing clarity or completeness.
- Being concise saves time and keeps the audience engaged.
- Short and intelligible message sent to the receiver is ever appealing and comprehensible.
- Eliminate wordy expressions.
- Include only relevant statements
- Shorten & avoid long explanations.
- Avoid unnecessary repetitions, use short forms for the second time.

Example: Instead of saying, "Due to the fact that the patient's blood pressure is elevated, it is recommended that the patient should begin taking antihypertensive medication," a concise version would be, "The patient should start antihypertensive medication due to high blood pressure."



CONSIDERATION

- Consideration implies “stepping into the shoes of others”
- Consideration involves keeping the audience’s perspective, needs, and emotions in mind. This means being empathetic, respectful, and tailoring the message to the audience's level of understanding.
- know the audience’s view points, background, mind-set, education level, etc.
- Make an attempt to envisage your audience, their requirements, emotions as well as problems.

Example: explaining medication side effects to an elderly patient might avoid complex medical terminology and instead use simple, relatable language. For instance, saying, "This medicine might make you feel a little dizzy when you stand up, so please stand up slowly."

CLARITY

- Clarity means making your message easy to understand by using straightforward language and organizing your thoughts logically. Clarity ensures that there is no room for misinterpretation
- Emphasize one specific message, goal or idea at a time.
- Avoid vagueness.
- Avoid technical terms which may be hard to understand.
- Avoid the possibility of misinterpretation. As much as possible, your audience shouldn't have to "read between the lines".
- Include examples, illustrations and other visual aids when desirable



CONCRETENESS

- Concreteness involves being specific and clear rather than vague or general.
- Concrete communication provides clear facts and figures, leaving no room for doubt.
- Be precise in presenting facts and figures.
- Use active voice more than the passive.
- Use of image building words where necessary.
- Use specific facts and figures



COURTESY

- Courtesy in communication involves being polite, respectful, and considerate of the other person's feelings.
- Courtesy helps to build positive relationships and fosters a collaborative environment
- The sender's message should be sincerely polite, judicious, reflective and enthusiastic.
- E.g “please”, “may you kindly”, “thank you”



CORRECTNESS

- Correctness refers to the accuracy of the communication in terms of grammar, spelling, facts, and content.
 - Correctness ensures that the message is professional and credible.
 - Use the right level of language.
 - Check the accuracy of figures, facts and words.
 - Maintain acceptable writing mechanics.
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WRITTEN COMMUNICATION



WRITTEN COMMUNICATION

- A medium for communication that entails the written word.
- Written communication refers to the process of conveying messages, ideas, or information through written symbols, such as words and sentences.
- It is a method of communication that involves documenting or recording information in a format that can be read and interpreted later.
- Letters, emails, and manuals are some forms of written communication.



FORMS OF WRITTEN COMMUNICATION



ADVANTAGES OF WRITTEN COMMUNICATION

- ✓ Wide access (can be disseminated simultaneously to a large audience)
 - ✓ Accuracy (allows careful crafting of the message)
 - ✓ Suitable for lengthy messages
 - ✓ Permanent record for later reference
 - ✓ Legal evidence (in case of disputes and audits)
 - ✓ Convenience
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DISADVANTAGES OF WRITTEN COMMUNICATION

- ✓ Time consuming drafting, reviewing)
 - ✓ Costly
 - ✓ Lack of secrecy
 - ✓ Rigid and Impersonal (lack of nonverbal cues and limited interaction)
 - ✓ Delayed feedback
 - ✓ Misinterpretation
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*HAVE ANY
QUESTIONS?*

A spiral-bound notebook with a white cover and a silver spiral binding is centered on a bright yellow background. The notebook is open to a blank page. A black pen with a silver clip is resting diagonally across the bottom right corner of the notebook. The text "HAVE ANY QUESTIONS?" is written in a black, serif, all-caps font on the page. The background of the entire image is a solid yellow color. At the bottom of the image, there is a decorative graphic consisting of two overlapping triangles: a blue triangle on the left and an orange triangle on the right.