

(Seek = collect)  
(enabling - hear)

## Chapter - 4

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work patient education

### Communication Skills

Communication is giving, receiving and exchanging ideas, data, information signals or message through appropriate media enabling individuals or group to persuade (agree) to seek information or to express emotions.

### Introduction

- Communication is very essential in counselling for this very reason should be aware of posture facial expression, eye contact hand gesture (I have me beat kanna) dresses etc.
- Body language is use specially to express feeling
- face is the most expressive part of body and so the counsellor should always be aware of their facial expression.
- The ability to communicate clearly and effectively with patient, family members, physicians, nurses and pharmacist and other health care professional.

Imp

## Types of Communication Skills

There are 2 types of C.S.

① Non Verbal C.S.

② Verbal C.S.

① Non Verbal Communication Skills -

a eye contact - It indicates confidence, attention, and honesty.

- The duration of time that people look at one another during a conversation varies depending on whether they are speaking or listening.

- Eye contact most important of dealing with patient it is the window of mind.

- So it is very important for a counsellor to maintain eye contact because it helps the patient to develop trust in them.

② Face expression -

- An important indicator of emotional state

- Use during counselling to demonstrate sympathy empathy towards the patient.

- Head movement such as nodding, and hand gestures and body posture can also be used to advantage.

③ Body language / Body posture  
Message can be conveyed through body posture.

eg →

Close body posture — person sitting with his legs on arms crossed in front in their body.

- This posture hinders (inhibit) the free flow of information.

Open body posture — In a relaxed stance with uncrossed legs and arms.  
It tends to be easy communication.

④ Closeness of — position (proximity) —

The pharmacist and patient a minimum must maintain a min. distance of 45 cm.

⑤ Verbal Communication.

Introduction

Verbal Communication Skill is the mode of communication where you speak with others.

It can be a casual conversation with friends —

Over a cup of coffee.

Visual communication can also take place in formal meeting over zoom, or Google meet or Skyp.

To be a great speaker you must not the art of stringing words together.

Further more the word complexity should vary as per the audience of receive variant.

The pitch of your voice and speaking tone also aids the audience in interpretation (explain).

\* \* \* Active listening \* \* \*

Good listening skill important to promote a good interaction communication and obtained.

- focus on patient family member or other health care professional.
- Make the person feel like centre of attention.
- Have and open relax and unburied attitude.
- Set a side all professional barrier
- Attention keeping eye contact, leading (nodded head) asking questions etc.

- Tone and modulation of voice, number and placement of pause.

Soft voice and can also influence the communication.

Dipress - low level of energy, flat effect, monotone voice.

Pauses - Indicate the person need time to recall the information of or the person ~~is~~ processing (stop) the response are prepared.

### \* Observation and assessment. -

Body language and gaiter provide important to clues for pharmacist patient and health professional.

### \* Sit and Stand

- Maintain eye contact.
- Use of correct body posture to convey intent and attent.
- Sitting and standing at eye level. or lower project. are non threatening (Dhamki).
- Equivalency body posture.

## Language -

for patient conversation use to in which both parts are fluent and comfortable.

- Abbreviation and term use for prescribing medicine represent a specialized form of communication.
- Use simple language and avoiding unness medical term.
- Speak the patient own (-his) language.
- Don't produce fear, anxi, anxiety in patient by saying medical term.

## \* Speed.

- Pharmacist speak to study.
- Pharmacist should present clear.
- Relevant message in the logical sequent.
- Patient to understand and remember the concept more easily.

## Written Communication Skill.

Written communication involves any types of message that makes use of the written words.

Written communication is the most important and the most effective of any mode of business communication.

Courtesy (manners) ——— in writing is achieved by the following —

- Appropriateness of format for that kind of writing.
  - Appropriateness of content information.
  - Appropriateness of tone this is created by word choice and choice of content information, that is what information is communicated v/s what is left out.
  - Its also involves used the courtesy (manners) word please, thank you, and sorry as the situation requires.
  - Appropriateness of language use that is word choice and expression that so respect of the audience.
  - Expression of appropriate feeling according to the situation.
- e.g. Sympathy when someone suffers, Good wishes and when someone signing something new and Congratulation when someone achieve something.

punctuation mark -

Comma (,)

Colon and semi-colon (:)(;)

exclamation (!)

full stop (.)

hyphen (-)

Question mark (?)

Ellipsis (...)

Brackets ([ ])

Apostrophe (')

Quotation (>, <, " ", " ")

Types of written communication

↓  
formal

official letter

Business letter

Circular letter

Notice

leaflets

press release

press report

Reports of departmental head

Auditor questionnaires

manuals

Bulletins

House journals

↓  
Informal

personal letter / personal essay



## Effective written communication —

- Written communication should be preceded with thoughts and analysis.
- Written communication must be in clear, correct, simple and easy.
- The writer should have the knowledge of the subject dealing with.
- The writer must be careful regarding correctness of the information.
- Writer should have a knowledge of language regarding spelling and grammatical word.
- In written communication dispatch help to win and influence customer.

## Interaction with professional and patient.

- Pharmacist should communicate and cooperate effectively with the other members of health care team.
- Health care team is the a group of people who share common health goal and objectives determined by community's needs.

Interaction with prescribers / doctor / professional -

- (1) Presentation patient medication history -
- (2) Review of physician sheets (prescription).
- (3) change to the prescription.