

**Jaywant Shikshan Prasarak Mandal's,
Rajarshi Shahu College of Pharmacy & Research,
Tathawade, Pune 411 033**

Best Practice 1

1. Title of the Practice

Patient counselling through community pharmacy

2. Objectives of the Practice

- To get knowledge about various drugs through prescription.
- To provide information about dosing frequency and its schedule.
- To provide proper information about route of administration.
- To get knowledge about various brands and dosage forms of drugs available in market.
- To provide information about advancement of new drug and dosage form.
- To provide information about the use of medical devices.
- To encourage students to become entrepreneur.
- To enhance confidence for patient counselling.
- Help to improve quality of pharmaceutical services.
- To encourage patient participation in their medical care.

3. The Context

Patient counselling is an interaction between a pharmacist and a patient. Patient counselling is an acquired skill of a pharmacist. Effective patient counselling requires good communication skills. The information and advice is given by the pharma graduate students.

As a healthcare professional, counselling patients helps in providing information, advice and assistance to the patients. It helps patients to use their medications appropriately and reduce adverse side effects and prevent drug interactions.

The goals of patient counselling are to improve patient understanding, ensure compliance with the treatment plan, empower patients to manage their own care and reduce anxiety and stress.

4. The Practice

Patient counselling is an integral part of pharmacy profession. Training and placement department of our institution took initiative and provided opportunity to the students for patient counselling. Pharmacists are approached by training and placement department and convinced to allow our students to complete training in their medical store. Students are encouraged and motivated to pursue training regarding patient counselling. List of area wise medical stores is circulated among the students. Students choose medical stores as per their location. Institution provides recommendation letter to the students for training in medical stores. Students complete their training for the duration of ten days during their vacation period.

Steps followed by the students during patient counselling are:

Establishing pharma graduate students-patient relationship : Pharma graduate students first builds rapport with patients through proper interaction.

Understanding the prescription : Pharmacist study the prescription and provide information to patient.

Assessment of patients knowledge : Pharma graduate students assess the patient regarding his/her disease condition. Also, verify patients knowledge and understanding of medication use.

Gather patient information: Pharma graduate students gather patients information regarding his/her medical history, medication history, all prescribed and non-prescribed medications they have taken, use of alternative medicines, lifestyle, allergies, disease condition, treatment plan.

Provide information : Provide information to patient regarding purpose, use and benefits of medication and its side effects.

Counselling on drug delivery devices : Counselling regarding drug delivery devices is done by pharma graduate students which support and help them to use the device at home.

5. Evidence of Success

Patient counselling helped students to improve:

- **Communication skills:** Students learned how to use appropriate communication strategies during consultations like providing clinical recommendations.
- **Patient understanding:** Students learned how to help patients to understand their medical conditions and treatment options.
- **Individualized advice :** Students learned how to provide individualized advice based on a patient's condition.
- **Motivating patients :** Students learned how to motivate patients to adhere to their medication regimens and pros and cons of treatment.
- **Entrepreneurship and employability skills :** Entrepreneurship and employability skills of students are developed.

6. Problems Encountered and Resources Required

Students are less interested for patient counselling as they are more interested to join pharmaceutical companies.



Principal

(Dr. K. R. Khandelwal)

PRINCIPAL

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