

# 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**

- Pharmacist 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 your self
- Review patients 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 patients 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 patients 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 plan 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**