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A REVIEW: PATIENT COUNSELLING CURRENT SCENARIO

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ABSTRACT

To obtain actual practice in counseling patients in order for the pharmacist to become a more effective counselor, many educational institutions have started to incorporate pharmacy practice as a subject in the UG level and many developments have taken place in the PG level too. It can be the beginning of a snow ball effect and pharmacy education and practice in India can grow to greater heights like never before, and all it needs is the push through the slow desks of the government officials and the unwavering support from the community.

INTRODUCTION

1.1 Patient Counseling [1]

What is patient counseling?

Patient counseling is defined as providing medication information orally or in written form to the patients or their representatives on directions of use, advice on side effects, precautions, storage, diet and life style modifications [1]. Patient compliance is defined as the adherence of a patient towards the prescriber's instructions.

Objectives of patient counseling [2, 3, 4]

1. Patient should recognize the importance of medication for his well being.
2. A working relationship for continuous interaction and consultation should be established.
3. Patient understanding of strategies to deal with medication side effects and drug interactions should be improved.
4. Patient becomes an informed, efficient and active participant in disease treatment and self care management.
5. The pharmacist should be perceived as a professional who offers pharmaceutical care.
6. Drug interactions and adverse drug reactions should be prevented.

WHY Counsel?

- To promote adherence to medications, avoid treatment failure and future hospital admissions.
- Helps patients cope with their disease and any medication side effects that might occur.
- Important to avoid potential drug interactions with OTC, herbal, and prescription medications.

HOW to Counsel

- Be aware of barriers to counseling
 - Disease state: dementia, stroke
 - Language: verify primary language
 - Hearing/vision problems
 - Environmental: noise, lack of privacy
 - Educational level (reading ability)
 - Patient motivation: disinterest in learning
 - Lack of pharmacist training/time

1.2 Patient counseling consists of three stages: [4, 5, 6]

1. Introduction
2. Process Content and Issues regarding manner
3. Conclusion

1. Introduction

- Review the patient's record
- Introduce yourself
- Explain purpose of counseling
- 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.

2. Process Content and Issues regarding Manner [5,6]

- | | |
|---|---|
| • The medicine's generic / brand name | • Restrictions on activities while taking the medicine |
| • How it helps the patient. | • Possible side effects. What to do if they appear. How to minimize the side effects. |
| • How it makes him/her feel | • How soon they will go away. |
| • How long it takes to begin working | • When to seek help if they are problems |
| • How much to take at one time. | • How long to wait before reporting no change in symptoms. |
| • How often to take the medicine. | • How to store the medicine |
| • How long it will be necessary to take the medicine | • The expiration date |
| • When to take it : before, during, after meals? At bed time? At any other special times? | • The cost of the medicine |
| • How to take it? With water? With fruit juice? How much? | • How to have your prescription refilled, if necessary |
| • What to do if you forget to take it (miss a dose) | • Necessity to complete the course. |
| • Foods, drinks, or other medicines that you should not take while taking the medicines. | • Drug-Drug, Drug-Food interactions |
| | • Supply medication reminder chart. |

1.3 Issues regarding Manner: [2,3,7]

- Use language that the patient understands
- Use appropriate counseling aids
- Present facts and concepts in simple words and in logical order
- Use open ended questions.

1.4 Role of Pharmacist [2,8]

- Prescription ,monitoring, aim to maximize drug efficiency, minimize drug toxicity and promote cost effectiveness
- Therapeutic drug monitoring of drug with narrow therapeutic index
- Drug information service
- Patient Service
- Improving patient compliance collecting past medical history.

2. METHODS

The community pharmacist scenario design followed a three-stage approach [8]. The first stage comprised thinking of relevant questions to be addressed and definition of the scenarios horizon. The second stage comprised two face-to-face, scenario-building workshops, for which 10 experts from practice and academic settings were invited. Academic and professional experience was the main selection criteria. The first workshop was meant for context analysis and design of draft scenarios, while the second was aimed at scenario analysis and validation. The final scenarios were built merging workshops' information with data collected from scientific literature followed by team consensus. The final stage involved scenario development carried by the authors alone, developing the narratives behind each scenario [4,8,9].

3. CONCLUSION

Clinical pharmacy has started to gain acceptance in India slowly but strongly. Many educational institutions have started to incorporate pharmacy practice as a subject in the UG level and many developments have taken place in the PG level too. It can be the beginning of a snow ball effect and pharmacy education and practice in India can grow to greater heights like never before, and all it needs is the push through the slow desks of the government officials and the unwavering support from the community. The rest is safe within the hands of the pharmacy students and the professionals who should be ready to sacrifice anything for building a pharmacy practice with greater emphasize on patient welfare and support that is in one word“ CLINICAL PHARMACY”.

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