

**Al-Zahrawi University**

**Communication Skills**

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**2<sup>nd</sup> Semester**

**4<sup>th</sup> Grade**

**Lecture 1**

## **(Introduction to Communication Skills in Pharmacy Practice)**

### **Aims of the Lecture**

This lecture aims to introduce pharmacy students to the fundamental concepts of communication skills and highlight their importance in pharmacy practice.

At the end of this lecture, the student should be able to:

#### **Knowledge**

- Define communication and communication skills in healthcare settings.
- Describe the importance of communication skills in pharmacy practice.

#### **Skills**

- Identify different types of communication used by pharmacists.
- Recognize communication-related problems that may affect patient safety.

#### **Values**

- Ethical responsibilities of pharmacists in communication.
- Respect patient diversity and confidentiality (privacy).

## **Introduction**

Communication is a **core professional skill** for pharmacists. Pharmacists **are responsible not only for dispensing** medications but also for ensuring patients understand **how to use their medicines safely and effectively**.

Ineffective communication is a **major contributor to medication errors and poor therapeutic outcomes**.

## **Definition of Communication**

Communication is the process of **exchanging information, ideas, thoughts, or feelings** between individuals through **verbal, non-verbal, or written means** to achieve mutual understanding.

## **Definition of Communication Skills**

Communication skills are the abilities that enable pharmacists to give information clearly, listen actively, respond appropriately, and build professional relationships with patients and healthcare providers.

## **Importance of Communication Skills in Pharmacy Practice**

**Effective communication** result in:

- Improves patient understanding and adherence
- Reduces medication errors
- Enhances patient trust

- Legal protection
- Build professional relationships with other healthcare providers

## **Consequences of Poor Communication**

**Ineffective communication** may result in:

- Incorrect medication use
- Increased adverse drug reactions
- Non-adherence to therapy
- Pharmacist will be untrusted
- legal consequences
- Bad relationships with other healthcare providers

## **Types of Communication**

### **Verbal Communication**

Face-to-face interaction

Phone communication

Use of appropriate language and tone

### **Non-Verbal Communication**

Eye contact

Body language

Facial expressions

Posture and gestures

## **Written Communication**

Prescriptions

Medical records

Patient information leaflets

Professional reports and emails

## **Communication Process**

The basic communication process includes:

Sender

Message

Channel

Receiver

Feedback

Noise (barriers)

Understanding this process helps pharmacists identify and overcome communication barriers.

## **Role of the Pharmacist as a Communicator**

The pharmacist acts as:

- Educator
- Counselor
- Collaborator within the healthcare team
- Advocate for patient safety and rational drug use

## **Communication and Patient Safety**

Effective communication is essential to prevent:

- Medication errors
- Misinterpretation of dosage instructions
- Drug interactions and contraindications

## **Ethical and Cultural Considerations**

Pharmacists must communicate:

- Honestly and accurately
- With empathy and respect
- While maintaining patient confidentiality (privacy)