

## **NONVERBAL COMMUNICATIONS IN PHARMACY**

- 55% of all that we communicate is attributed to nonverbal sources.
- Nonverbal communications are important because of two reasons:
  1. They mirror innermost thought and feelings.
  2. They are difficult and almost impossible to fake.

### **BARRIERS IN NONVERBAL COMMUNICATIONS:**

- Lack of eye contact
- Facial expressions are incongruent with verbal expressions
- Body position
- Tone of voice
- Closeness of position

### **KINESICS**

The manner in which you use your arms, hands, head, face.

It should reflect interest, empathy, sincerity, respect.

### **POSTURE**

- Open posture: standing (or sitting) with full frontal appearance to the person with whom you are interacting.
- Closed posture: arms are folded in front of chest, legs crosses at the knees, head facing down ward.
- Communication from a closed posture shorten or half productive interaction.

### **PROXIMICS**

- Distance between two interacting persons.
- Most protected space is that from full contact to  $\approx$  18 inches (45 cm) from our bodies.
- We experience anxiety when somebody venture into this space (e.g. crowded elevator)

## ASSERTIVENESS

- Assertive pharmacists initiate communication with patient rather than waiting to be asked questions.
- A.Ph. convey their views of the role ph. Should play in health care to other health professionals.
- A. Ph. Try to resolve conflicts with others in a direct manner but in a way that convey respect for others.

### Defining Assertiveness

Best understood by comparing it with two response styles: - Passive behavior  
- Aggressive behavior

#### Passive Behavior

- Avoid conflict at all costs
- Will not say what he really thinks
- Hides from people and waits for others to initiate conversation

#### Aggressive Behavior

- Seeks to win in conflict situations by dominating and intermediating others.
- Promotes his point of view
- Indifferent or hostile to the feelings, thoughts or needs of others.

#### Assertive Behavior

- Direct expression of ideas, opinions and desires
- Communicate in an atmosphere of trust
- Initiate communicate in a way that conveys respect and concern

## COUNSELING FOR COMPLIANCE

- Noncompliance is a problem in health care since the dawn of history (Hippocrates, 2000 years ago BC)
- Good pharmacist should convey to patient:
  - ♣ Empathy
  - ♣ Warmth
  - ♣ Respect
  - ♣ Care

*“Pharmacists are rated first by Gallup polls as America’s most trusted professionals”*

- Intervention of the pharmacist on behalf of compliance is cost-effective.

## FACTORS AFFECTING THE PHARMACIST’S BEHAVIOR

1. The problem of the pharmacist in communicating with patients about their medication may be:
  - They do not know what tell patients about their medicines.
  - They view the process as one-way communication.
2. The attitude of pharmacist toward medication, they think that medication must be important to patients. In fact medication is an intrusion in patient’s life and difficult for them to integrate.
3. Pharmacist’s took their “helping model” from physicians:

### Physician helping model

1. Gather information about patient.
2. Diagnose patient condition.
3. Prescribe a treatment.

### Pharmacist helping model

1. Gather information about patient.
2. Consult with prescriber
3. Collaborate in treatment plan.

Both models place much emphasis on condition.

4. Quality of communication is related to compliance.

## **False assumptions about compliance**

Some of the following assumptions can interfere with pharmacist's ability to understand a patient's medication use:

1. Do not assume that physician have already discussed medication with patient.
2. Do not assume that patient understands all information given.
3. If patient understands, do not assume that he will comply.
4. If noncompliance occurs, do not assume that the patient:
  - Doesn't care
  - Is not motivated                      This will prevent you from helping him.
  - Is not intelligent
5. If compliant, do not assume compliance will continue.
6. Do not assume that physician routinely monitor patients.
7. Do not assume that patient will ask you questions if he has a problem.

## **Techniques for assessing compliance problems**