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Chapter 5 : Patient counselling

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Chapter 5

Patient counselling

- Patient counselling is defined as providing medication information to the patients or their representatives on directions of use, side effects, precautions, storage, diet, and life style changes either verbally or in written form.
- Patient counselling is the process in which the pharmacist gives information and advises the patients or their care-taker regarding the proper use of medications.

Benefits of Patient Counselling

- A patient receives a better and sufficient knowledge about the drug.
  - It clears patient doubt about using drug
  - It decrease medication mistakes
  - patient feel courage to ask question
  - It decrease the chances for Interaction of drug to drug or drug to food .
  - It provides the route of administration of drug
  - It decrease the chances for degradation of drug
  - It provide storage condition
  - It provides non pharmacological management disease
  - It provide a knowledge about adverse effect in case of adverse effect patient will not panic
  - It provides a knowledge , what to do if a dose missed .
  - It provides satisfaction to patients about medication .

Stages of Patient Counselling

- Following are the steps to be followed for Counselling :
  1. Preparation For Counselling Session
  2. Opening of the counselling session
  3. Counselling Content / Counselling Process
  4. Closing Session

Stage 1

Preparation For Counselling Session

- A successful counselling depends on the skill of counsellor (pharmacist) before counselling pharmacist should know about patient condition and his treatment details as much as possible
- In community pharmacy resources of information includes patient , prescription and record of previous dispensing
- If the pharmacist is unfamiliar to the drugs that patient is taking then Pharmacist should obtain appropriate information before counselling.
- He should consider the physical and mental condition of patient

Stage 2

Opening Session (Introduction)

→ In this session pharmacist should consider following things :

- The pharmacist should greet the patient by name and introduce himself
- it is best to use prefix like Mr or Mrs or Ms
- Pharmacist should tell the purpose of counselling
- The pharmacist should gather information from patients about their understanding of disease and drug treatment
- The pharmacist should ask open ended questions rather than close ended questions for example what did your doctor tell you about your disease ? what do you know about your disease ?
- During counselling pharmacist should avoid those questions and activities that can embarrasses the patient.

Stage 3

Counselling Content

→ This is the most important part of the counselling session in the session the pharmacist will explain about medication and changes in lifestyle

→ following information should be deliver during counselling

- ❖ Name and dose of medication
- ❖ Reason why it is prescribed
- ❖ Route of administration
- ❖ Duration of drug administration
- ❖ Expected benefits
- ❖ Expected duration of treatment
- ❖ Possible adverse effects
- ❖ Storage recommendations
- ❖ What to do if a dose is missed
- ❖ Minimum duration required to show therapeutic benefit

Stage 4

Closing Session

→ Before closing the counselling session it is essential to check the patient understanding this can be achieved by feedback questions for example

- How long will you take this medication ?
- When will you take this medication ?
- What will you do if you missed any dose
- The Pharmacist should Ask the patient have you any doubt ?
- Before closing pharmacist should summarise the main points if time permits for that.
- Pharmacist can share his contact number.

Barriers To Effective Patient counselling

→ The things decrease the effectiveness of Counselling are called Barriers to Effective Counselling . Three types of Barriers are following :

1) Pharmacist - Related - Barriers :

- Lack Of Knowledge about patients
- Lack Of Knowledge about patient 's disease condition .
- Lack of Confidence
- lack of skill
- Age differences
- Difference Gender
- Inappropriate communication
- Language Differences
- Lack of listening .
- Lack of Time
- lack of Preparation

2) Patient - Related Barriers :

- lack of trust
- Poor listening
- lack of time
- Physical or mental condition
- Gender Differences
- language Differences
- Misunderstanding of Information
- Lack of Literacy
- lack of expression .
- Poor communication

3) System -Related Barriers :

- ⇨ Lack of privacy
- ⇨ lack of pharmacist in pharmacy
- ⇨ lack of time
- ⇨ Heavy patient flow for prescription filling

Strategies to Overcome barriers

- Increasing skill
- Body language
- Increasing Number of Pharmacist
- Proper communication
- proper listening of patients
- Checking for understanding
- Using pictograms
- Avoiding anger
- Security of privacy
- Preparing before Counselling .

Patient Councelling Points For Chronic Disease / Disorders

Hypertension

- He should counsel about non pharmacological management also.
- He should advise on weight loss ,regular exercise , decrease salt intake , increase dietary fibres and avoiding smoking, alcohol etc.
- The pharmacist should advise the patient for measuring blood pressure weekly or twice in a week.
- The pharmacist should advise the patient to follow the directions of doctor
- The pharmacist should counsel that stopping and starting of drugs on self desire is not good.

Diabetes

- The pharmacist should give an overview of diabetes.
- The pharmacist should advise for weight loss daily exercise
- The pharmacist advice to avoid sweets in foods having big amount of carbohydrate
- The patient should be advised for checkup of blood sugar level
- The pharmacist will tell the patient about hypoglycemic condition
- He will counsel he patient regarding storage condition of insulin
- He should advise the insulin dependent patient to have chocolates or other sweets with him or her on the trip and not to skip meals.

Asthma

- He will advise the patient to avoid allergence smoking tobacco etc.
- He should council de patient to take prophylactic drug before exercise
- He will train the patient on the use of metered dose inhaler and dry powder inhaler.
- He should advise about sustained released from not crush or chew.
- He will advise that medication must be taken on regular basis.
- He will advise the patient for gargling of mouth after using inhaled drug.

Tuberculosis

- The pharmacist should give an overview of diabetes . and some advices that pharmacist should give to the patients of TB :
- To stay at home
- Should stay far away from other as much as possible.
- Should wear mask while going outside.
- Separate bed should be advised
- To Cover mouth and nose while coughing or sneezing.
- DOT (Directly Observed Therapy) is highly advised.
- DOT workers should wear a better mask (N95 mask).
- To take medication until doctor stop.
- Pharmacist should inform the patient that stopping therapy too soon or not taking regularly , can allow TB germs to develop resistance to drug.
- A clinical test should be performed to check that drugs are effective or not.

COPD

- Pharmacist should advise the patient suffering from COPD about :
- To avoid allergens.
- To inhale Oxygen
- To avoid mites and dust
- To stop smoking
- To protect him from Cold
- To exercise regularly to make strong heart and lungs .
- The pharmacist will train the patient on use of Metered Dose Inhalers (MDI) , Dry Powder Inhalers (DPI) and nebulizer.

AIDS

- If someone has symptoms of HIV The pharmacist advise him for test.
- If someone HIV Positive He should disclose the test , this help to take PMTCT (Prevention of Mother to Child Transmission) services.
- The HIV Positive Mother should be informed about feeding alternatives.
- The Patient should be advised for ARV Therapy.
- The patient should follow the directions of doctors.

Patient Package Inserts

→ Patient package insert is a FDA approved document in the form of leaflet or booklet(now it is available in electronic form also) that has essential drug information . Like drug use , dose , contraindication , storage condition ,adverse effects , duration of medication etc.

→ It is regulated by legislative health authority of the nation. It should be written in simple language and misleading should be avoided.

Content of PPI

- Brand Name & Generic Name of the product.
- Clinical Pharmacology
- Indications and Usage
- Contraindications
- Warnings
- Precautions:
- Adverse Reactions:
- Drug Abuse
- Over Dosage etc,

Importance and benefits

- It provides many essential information related to prescription in written form
- when it is in written form it can be used anytime and no chances to forget, just like oral counselling
- It is approved by FDA and legislative health authority so there is less chances for wrong information.
- This is beneficial for health care providers and patient also.
- It has all those contents that are provided by counslling.
- It is evidence based information and updated time to time on the basis of clinical data available.

Scenarios of PPIs

India :

- → The drug and cosmetic act 1940 and rules 1945 has provisions for PPI and this provisions are listed in section 6 of schedu le D second .
- → According to these provisions PPI must includes information in English language On:
    - Therapeutic indications
    - Posology (dose)
    - Method of administration
    - Contraindication
    - Special warnings(major adverse effects
    - Precautions
    - Drug interaction
    - Contraindication in pregnancy and Lactation
    - Undesirable effects
    - Antidotes for over dosing

In other Countries :

- ➢ Many Industrialised Countries adopted it in more effective ways .
- ➢ In US (since 1968) It is Known as Patient Oriented Package Inserts , In European Union It is Known as Patient Information Leaflets .
- ➢ And now PPI is available in these country in printed and electronic form in US
- ➢ It is available at : http:/ www. Pdr.net.
- ➢ In European union available at: http:/ www.medicine.org. UK.
- ➢ In South Africa it is available at: http:/ home. intekom.com /Phar

PIL (Patient Information Leaflets)

- → PIL is a written document it contains all the clinical experiments and essential information for prescribed and non prescribed drugs and it is provided by manufacturer companies with drugs
- → It also contains information that are not related to therapy .Like Registration number , batch.

Contents of PIL

- Name of Ingredients are used
- Pharmaceutical forms
- Therapeutic uses
- Precautions

- Interactions
- Administration route
- Adverse effects
- Contraindications
- Excipients details
- Registration number
- Pack size
- Manufacturer name and address etc

Uses of PILs

- The purposr of the Patient Information leaflet is to communicate important information from the Manufacturing to the patient in order to ensure that the medication is taken correctly and used as intended etc.

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