

Communication

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Knowledge is power,
Communication is key

Outline

- Definition
- Modes of communication
- The communication process
- Barriers of communication
- Evaluating communication skills

藥師的角色定位

- WHO : Preparing the Future Pharmacist
 - 照護者 Caregiver
 - 決策者 Decision-maker
 - 溝通者 Communicator
 - 領導者 Leader
 - 經理者 Manager
 - 終身學習者 Life-long-learner
 - 教育者 Teacher

Communication

- Goal : understanding
- Share information
- Written, oral, nonverbal or electronic
- Encode the message
- Respond
- Effective communication?

Modes of Communication

- Verbal communication : 10%
- Non-verbal communication : 90%
 - Vocal communication
 - Body language

Non-verbal communication

Vocal Communication

- Voice
- Volume of the tone
- Speed

Body Language

- Gestures
- Facial expressions
- Eye contact
- Physical contact
- Body posture
- Personal space

Preparing for The Session

- Should know as much as possible
 - Illness experiences
 - Diagnosis
 - Awake? Cooperative?
 - Lucid? Non-communicative?
 - Background
 - Language
 - Educational attainmentAnd so on.....

Open The Session

- Verbal and nonverbal skills
- Introduce myself
- Identify the purpose
- Nonverbal cues
 - Eye contact
 - Mannerism
 - Vocal qualities

Asking Question

- Appropriate question
- Open vs. close
- Direct vs. indirect
- Loaded vs. leading
- Multiple vs. single

Building Rapport

- Flexibility and logic
- Transitional phrases and reinforcers
- Interruptions
- Clarification and verification

Closing The Session

- Information completeness
- Evaluating communication skills
 - Respond
 - Feedback
 - Summarize
- Patient advocate

Barriers of Communication

- Environment
- Patient factors
- The pharmacists
- Time

推薦書目

- **Communication Skills for Pharmacists: Building Relationships, Improving Patient Care, 3rd ed. APha 2009.01**



Thanks for your attention