

Training Healthcare Professionals to be connected and responsive to patients

Vernon Solomon (University of KwaZulu-Natal)



South African
Pharmacy Council

3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Note to self

Connect with this audience

- Why?
- How?



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Making the case for connection

- Healthcare is a relational process and communication is core to effective people centered health care.
- Health workforce education transformations prioritize:
 - Participation, collaboration & connection
 - Patient, client or service user rights
 - Information & knowledge sharing
 - Horizontal communication and connection
 - Inter-professional collaboration.
- Multi-level shifts re-position practitioners and their clients as collaborators in achieving health and treatment outcomes.



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Making the transition in education & service

From

- An authority based model of teaching & health service “dispensing”.
- A model of the passive “patient” as recipient of expertise.

Towards

- Participatory models of precepting & adult professional mentorship.
- A model of the client & practitioner as collaborators in achieving health and treatment outcomes shaped by the client’s ‘life-world’.



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Awareness & Communication



Why?

- Personal experience of the condition, part of the “life-world” of the client
- Biological, physiological and physical manifestation
- Social, interpersonal & political “life-world”



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Where is pharmacy in this?

- Positioned in medical care directly and at the interface between practitioners and patients.
- Well-placed to use the tools of horizontal communication to facilitate positive health outcomes and prevent adverse events.
- Communication makes or breaks this critical role in the algorithm of health.



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



How?

Communication is the bridge to relationship



The micro-skills

A network of interpersonal, group communication and facilitation skills



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Underlying principles of communication

- Set of values and personal qualities
- Respect is the fundamental value
- Expressed through verbal and non-verbal communication skills



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Respect for what?

- Autonomy
- Difference & diversity
- Respect for experience and expertise of the other
- The right to participate
- The right to be heard and understood



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Talk is purposive

- How one says something, matters and has an effect.
- Words, talk, conversation and communication “do” things.
- Talk, conversation and communication construct and shape experiences in specific ways.



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



The heart of communication

Facilitation

Attending

Responding



South African
Pharmacy Council

3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Facilitation

Creating the conditions, the atmosphere and opportunities for participants' goal-directed engagement in the process.

How can this be done under these conditions?



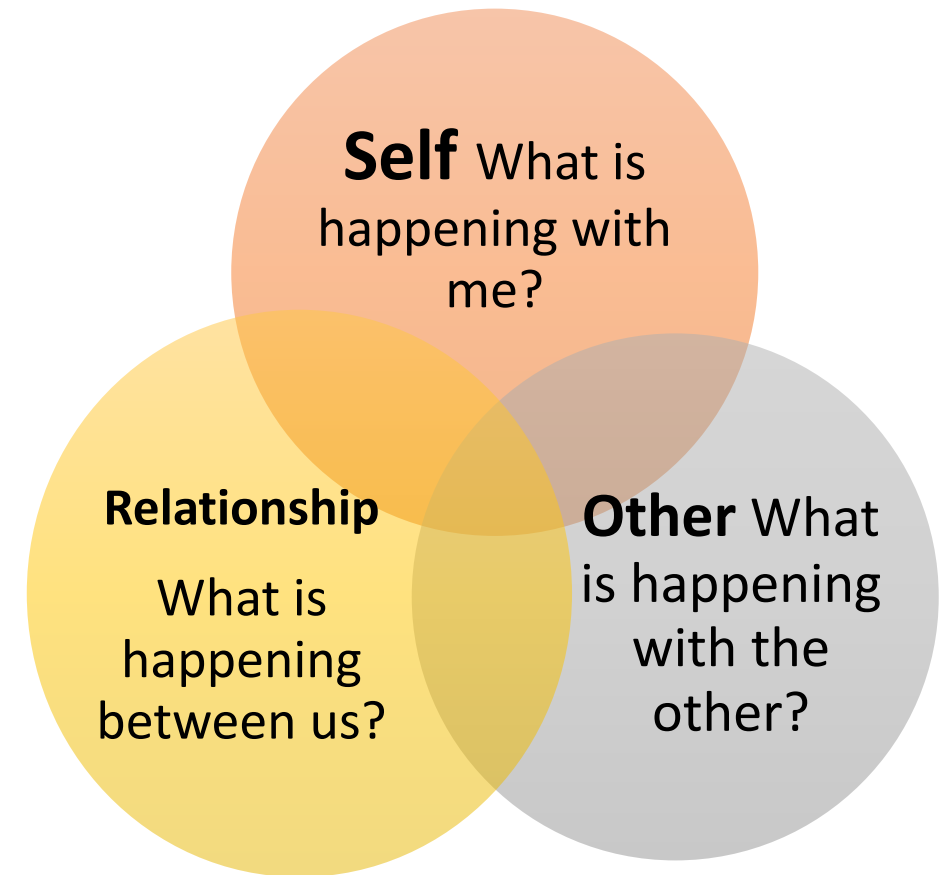
3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Attending and Responding

- Communication, **attending and responding**, is purposeful
- Guided by an awareness of:



South African
Pharmacy Council

3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Health and Welfare Sector
Education and Training Authority



Attending and Responding

- Simple at first glance?
- Listen and then say something back?
- Multi-dimensional interpersonal acts that achieve many things at once.



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Training for connectedness

- Integrated in education curriculum, underpinned by:
 - Commitment to participatory and collaborative roles of practitioners & clients & qualitative equality.
 - Focus on 'health' and 'illness' versus exclusively 'disease', through entering the 'life-world' of practitioner and client.
- Through awareness & technical communication skills training & mentorship.
- Through mentorship developmental models of growth and change.



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Questions & Thank-you



South African
Pharmacy Council

3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA



Platinum Sponsor



Gold Sponsor



Gold Sponsor



Gold Sponsor



Health and Welfare Sector
Education and Training Authority



References

- Barry, C. A., Stevenson, F. A., Britten, N., Barber, N., & Bradley, C. P. (2001). Giving voice to the lifeworld. More humane, more effective medical care? A qualitative study of doctor–patient communication in general practice. *Social Science & Medicine*, 53(4), 487–505. doi:[https://doi.org/10.1016/S0277-9536\(00\)00351-8](https://doi.org/10.1016/S0277-9536(00)00351-8)
- Cubaka, V. K., Schriver, M., Vedsted, P., Makoul, G., & Kallestrup, P. (2018). Measuring patient-provider communication skills in Rwanda: Selection, adaptation and assessment of psychometric properties of the Communication Assessment Tool. *Patient Education and Counseling*. doi:<https://doi.org/10.1016/j.pec.2018.04.010>
- Lucas, C., Power, T., Hayes, C., & Ferguson, C. (2019). “Two heads are better than one”- pharmacy and nursing students’ perspectives on interprofessional collaboration utilizing the RIPE model of learning. *Research in Social and Administrative Pharmacy*. doi:10.1016/j.sapharm.2019.01.019
- Seubert, L. J., Whitelaw, K., Hattingh, L., Watson, M. C., & Clifford, R. M. (2018). Interventions to enhance effective communication during over-the-counter consultations in the community pharmacy setting: A systematic review. *Research in Social and Administrative Pharmacy*, 14(11), 979–988. doi:<https://doi.org/10.1016/j.sapharm.2017.12.001>
- Sporrong, S. K., & Kaae, S. (Eds.). (2017/2018). *Communication in Pharmacy Practice: Special Issue Published in Pharmacy*. Retrieved from <https://www.mdpi.com/journal/pharmacy/special> issues/Communication Pharmacy Practice
- Wolters, M., van Hulten, R., Blom, L., & Bouvy, M. L. (2017). Exploring the concept of patient centred communication for the pharmacy practice. *International Journal of Clinical Pharmacy*. <https://doi.org/10.1007/s11096-017-0508-5>



3rd NATIONAL PHARMACY CONFERENCE

3-5 OCTOBER 2019
SUN CITY, SOUTH AFRICA

