

Chapter-4

Communication skills

- **Definition, types of communication skills,**
- **Interactions with professionals and patients,**
- **Verbal communication skills (one-to-one, over the telephone),**
- **Written communication skills,**
- **Body language,**
- **Patient interview techniques,**

Communication skills

- Communication skills allow you to understand and be understood by others.
- It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.
- These can include but are not limited to effectively communicating ideas to others, actively listening in conversations, giving and receiving critical feedback and public speaking.
- Communication skills are the abilities you use when giving and receiving different kinds of information.
- Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathizing.

Types of communication skills:

There are two types of communication skill:

1. Verbal Communication:
2. Non-verbal Communication:

1. Verbal Communication:

- It is the most basic type of communication skill.
- Verbal communication therefore requires both a speaker (or writer) to transmit the message, and a listener (or reader) to make sense of the message. This page discusses both parts of the process.
- Everyone uses this type to convey their message to other people; even you also use this communication skill.
- Verbal communication is known as the communication which we do with the help of words.

Essential verbal communication skills include the:

- Ability to listen, understand and respond to what people say (active listening)
- Ability to interpret the non-verbal communication and respond in a way that encourages continued interaction (evaluation).

Verbal communication occurs in many different contexts including training sessions, presentations, group meetings, performance appraisals, one-on-one discussions, interviews, disciplinary sessions, sales pitches, and consulting engagements.

Verbal Communications with patients: If a large part of your work involves one-on-one communications with patients, it's helpful to have a "gift of gab. Keep in mind, though, that your conversations need to be focused upon identifying and addressing, Disease, prescription, and other details of your patients' needs; using your verbal talents to encourage consultative dialogues will ensure positive patients relations.

- Anticipating the concerns of others

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- Asking for clarification
- Asking open-ended questions to stimulate dialogue
- Calming an agitated customer by recognizing and responding to their complaints
- Emphasizing benefits of a product, service, or proposal to persuade an individual or group
- Noticing non-verbal cues and responding verbally to verify confusion, defuse anger, etc.

2. Non-verbal Communication:

- It means this is the type of communication skill in which we communicate with other people without words.
- So, now you may wonder, if we are not using words, then how can we communicate?
- In non-verbal communication, we convey our message with the help of facial expressions, eye contact, gestures or postures, etc.

Interactions with professionals and Patients Communication skills:

- Effective communication between pharmacist and physicians, nurses and other pharmacists is essential. Pharmacist-

Interactions with Professionals:

- Be prepared with specific questions or facts and recommendations when initiating a patient care- related conversation with physicians.

Interactions with Patients (Patient interview techniques):

I. Medication history interview: are required for making decisions. The following information is recorded:

- Currently or recently prescribed medicines.

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- OTC medicines purchased.
- Vaccinations
- Alternative or traditional remedies
- Description of reactions and allergies to medicines.
- Medicines found to be ineffective.

Written Communication

- Written communication is one of the types of communication skills.
- In this communication skill, we communicate with other people by writing words. No matter which source we are using to write and send our message, it will be considered as written communication.
- It has a lot of examples, like writing letters, emails or sending messages.
- All these are examples of written communication.

Body language:

- Body language is a type of communication in which physical behaviors, as opposed to words, are used to express or convey information.
- Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space.
- **Face Expression:** An important indicator of emotional state.
- **Body posture:** Message can be conveyed through body posture.
 - Closed body posture: person sitting with his legs and arms crossed in front of their body. This prevents or hinders the free flow of information.
 - Open body posture: A relaxed stance with uncrossed legs and arms. It tends to ease communication.
- **Eye Contact:** It indicates confidence, attention and honesty.
- **Tone Of Voice:** Softer voice etc can also influence the communication.
- **Proximity/Closeness Of Position:** The pharmacist and patient must maintain a minimum distance of 45cm.