

Principle Three: Communicate Effectively

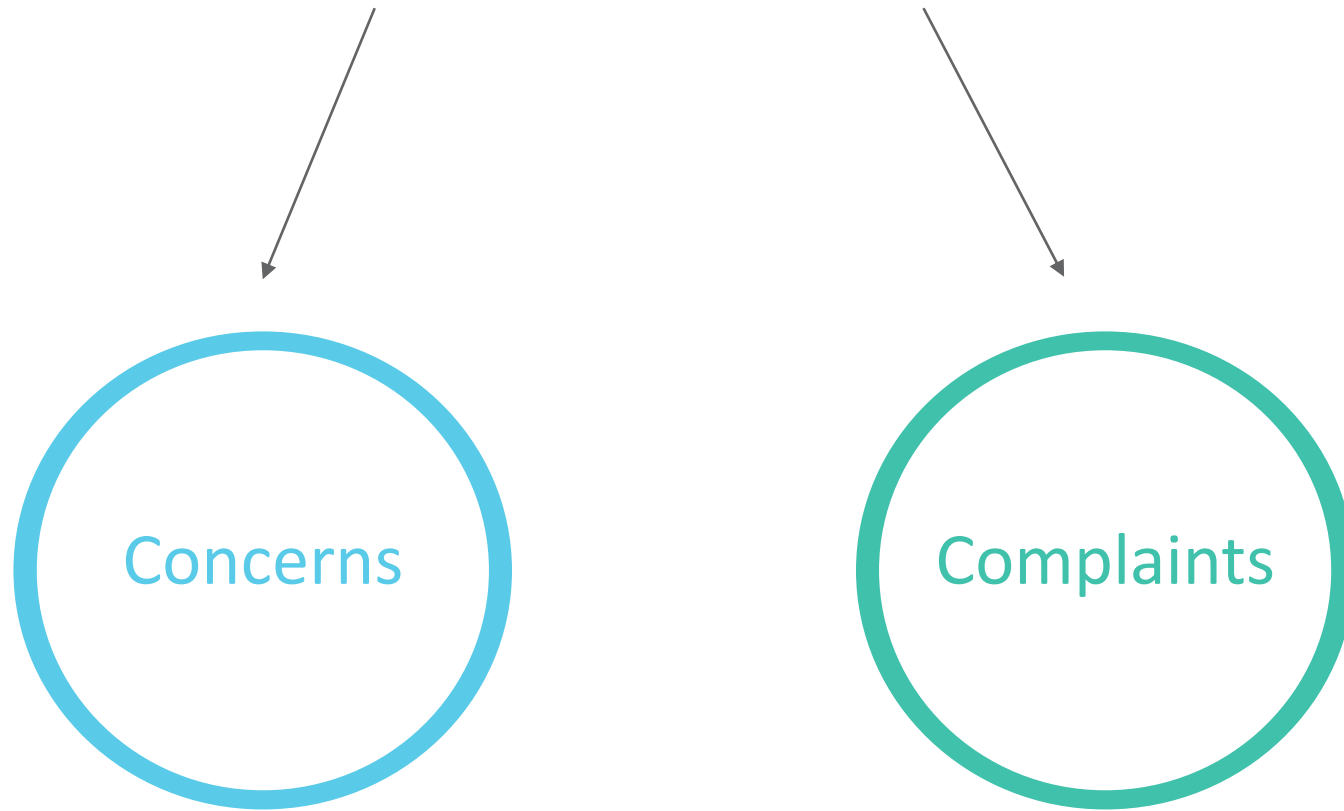


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Communicate effectively so that patients receive safe and appropriate care. Ask relevant questions, listen carefully and respect confidentiality. Welcome questions from patients and respond to them in an open, accurate and honest way. Communicate in a manner that enables patients to make decisions that are informed and right for them.

How do communication issues come to the regulator's attention?



Frequency of concerns and complaints (2018)



“The PPC has noticed that a number of complaints made during 2017 often contain poor communication issues. Where an issue arises, meaningful and clear communication between a pharmacist and a patient can often assist in resolving the issue before it escalates to a formal complaint to the PSI...”



Misconduct and the Code



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“The PPC noted a number of complaints considered in 2018 related to the refusal to supply pharmacy only medicines such as Solpadeine, Nurofen Plus or cough bottles. Patients raised complaints with regard to the manner in which they say they were dealt with at the pharmacy. Members of the public should be aware that pharmacists are expected to use their professional judgement... However, it is important that pharmacists communicate the reasons for their decision not to supply the medicines clearly and respectfully to the patient...”



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Conclusion

1. Communication is key to the role of a pharmacist
2. Patients want to be treated in a transparent manner and with dignity
3. Effective communication will ensure patients receive safe and appropriate care and may avoid escalation of issues to the Regulator



Thank you
Any questions?

