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Clinical communication skills: an important aspect of effective medication reviews

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Statement of Interest

Disclosure

The author has no conflict of interest to declare

The presentation reflects author's personal views and does not necessarily represents the employer or other organizations position

Presentation Outline

1. Presenter's origin
2. Scoping the main concepts: comprehensive medication review and healthcare communication
3. Framing main healthcare communication activities and tasks in the context of a medication review.
The Calgary-Cambridge Guide: a clinical communication model
4. The importance of clinical communication skills and final remarks

1. Presenter's origin





Some pictures of old and modern Lisboa



The Lisbon Faculty of Pharmacy

2. Scoping medication review

Medication review¹

- A structured evaluation of a patient's medicines with the aim of optimising medicines use and improving health outcomes
- Entails detecting drug related problems and recommending interventions

Comprehensive medication review²

- An interactive face-to-face or telehealth systematic process of collecting patient-specific data, assessing medication therapies to identify medication-related problems, prioritizing a list of medication-related problems, and creating a plan to resolve them with the patient, caregiver, and prescriber

1. PCNE Position Paper on Medication review, April 2016, http://www.pcne.org/upload/files/149_Position_Paper_on_PCNE_Medication_Review_final.pdf (Accessed 23 Nov 2017)

2. American Pharmacists Association, National Association of Chain Drug Stores Foundation. Medication Therapy Management in community pharmacy practice: core elements of an MTM service. <http://accesspharmacy.mhmedical.com/Content.aspx?bookid=4079§ionid=61423929> (Accessed 23 Nov 2017)

2. Scoping healthcare communication

Pharmacist-patient interaction

- i.e. 2 persons communicating to establish a healthcare relationship

Why do we communicate?³

- To make sense of what surrounds us and to be able to act upon reality, both personal and professional lives
- Communication is a basic social urge that influences our motivation and behaviours

A vision at the heart of healthcare³

- A social and political priority that sets the aims of clinical actions: to pursue an ideal practice that responds to patients' health needs

2. Scoping healthcare communication

Effective communication^{3,4}

- A reciprocal, interactive process in which sender and recipient share responsibilities to ensure the message is understood
- Healthcare professionals (HCPs) need to ensure that messages are tailored to the personality, needs and abilities of the patient
- Strengthens patient's engagement and promotes the agreed actions
- **Communications quality: as important to patients' welfare and outcomes as every aspect of healthcare**
- **"Better communication. Better relationships. Better care"⁵**

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2. Scoping healthcare communication

Effective communication basic requirements^{3,6}

- Core concept: HPCs ability to care about ill-persons, showing that care OR the ability to help in ways that meet patients felt needs
- Core skills 1: empathetic attention, active listening, ability to elicit useful information through sensitive questioning
- Core skills 2: careful explanation, checking for message full understanding at all stages

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2. Scoping healthcare communication

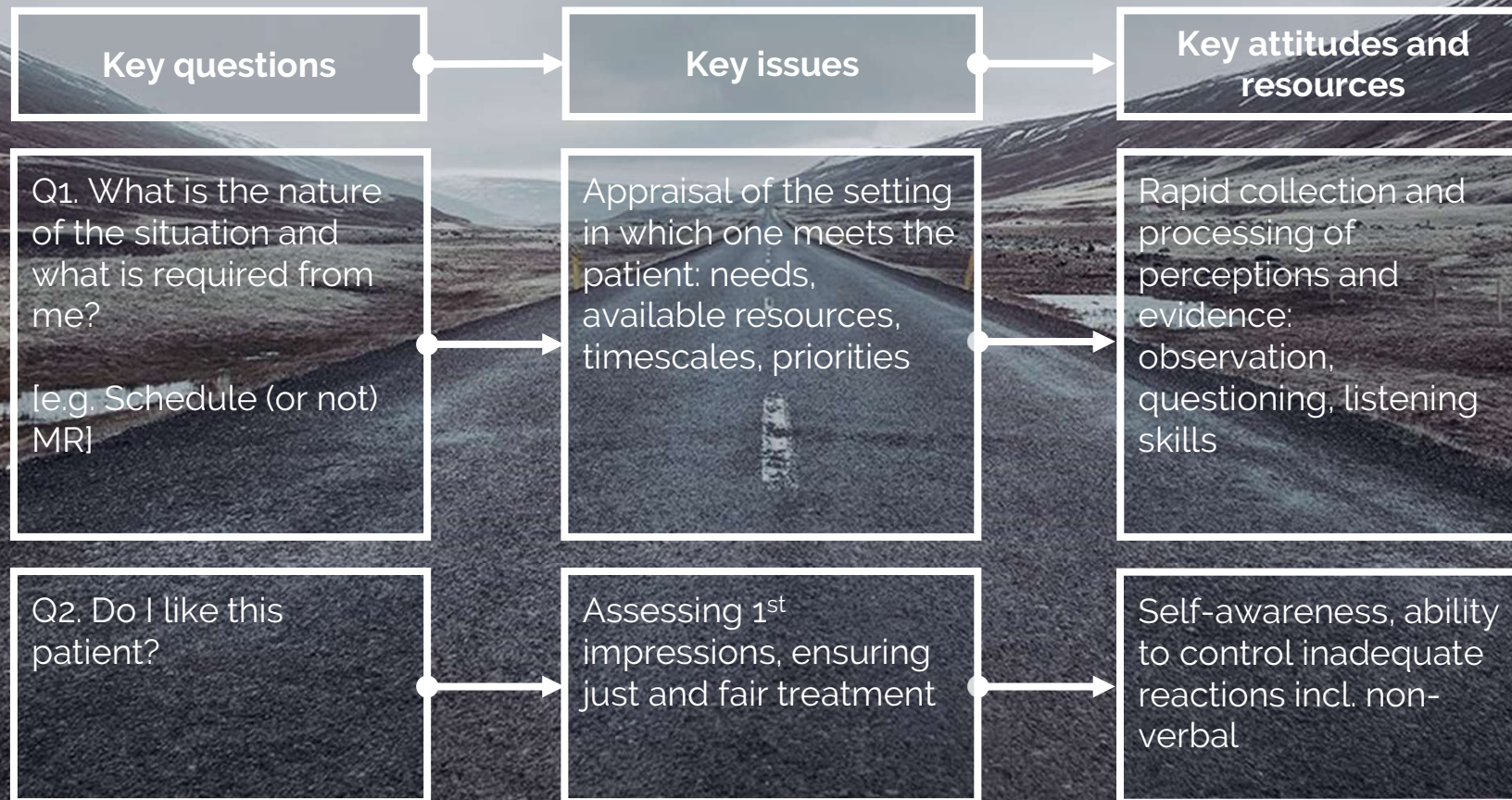
Ethics in healthcare communication^{3,6}

- Serving the best interests of the patient, in recognizable and consent terms by the patient – being altruistic
- Taking and keeping the truth as far as known: being transparent and honest about the strength of evidence and the uncertainty
- As a partnership: negotiates demands from and sets limits to patients

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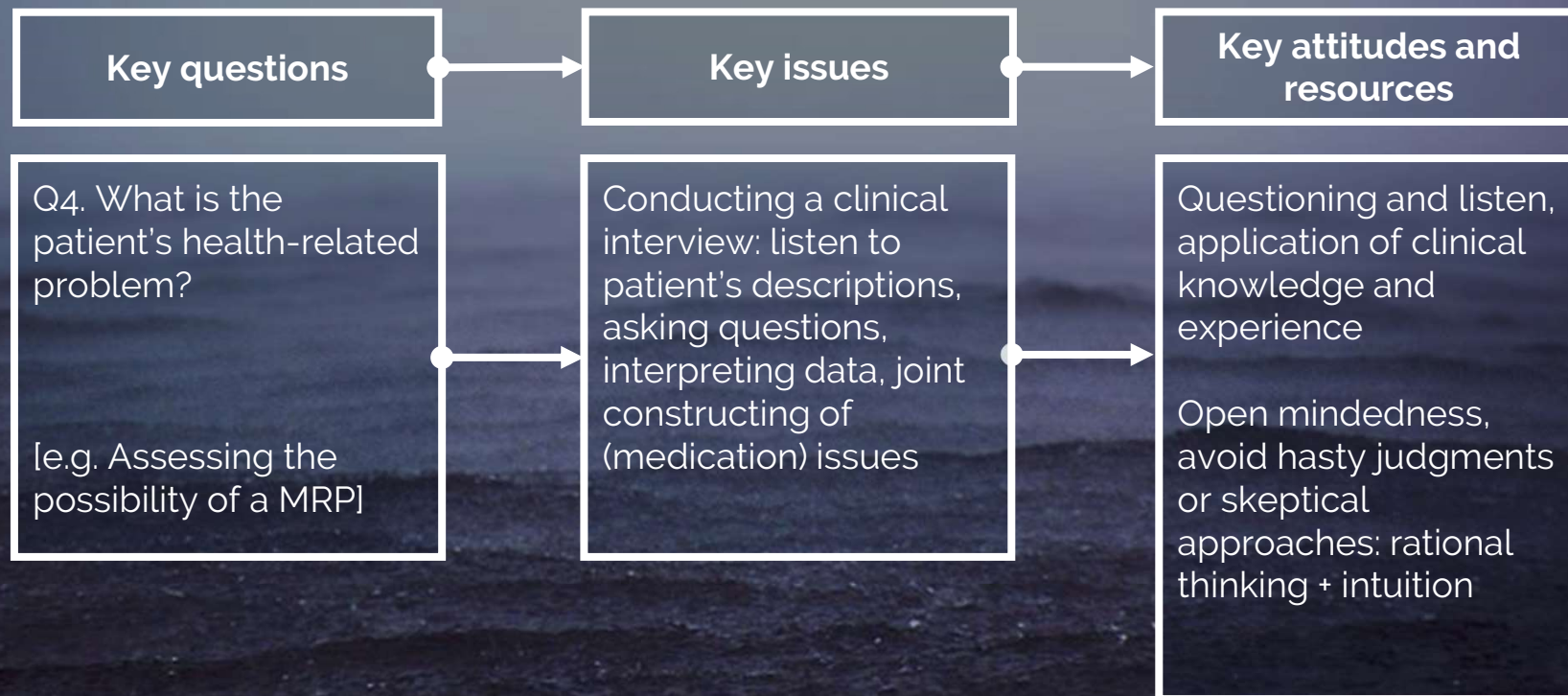
3. Main communication activities & tasks



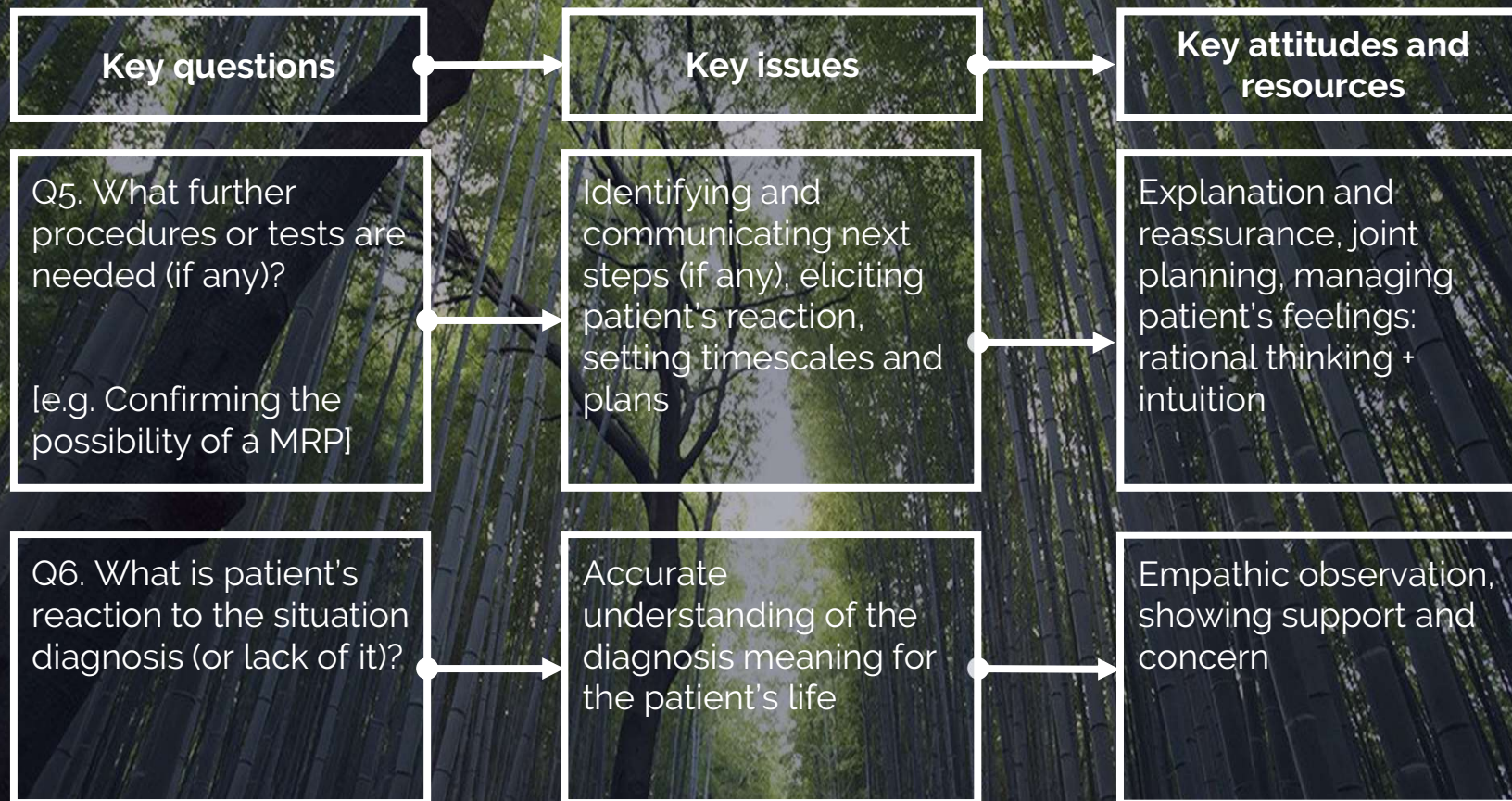
3. Main communication activities & tasks



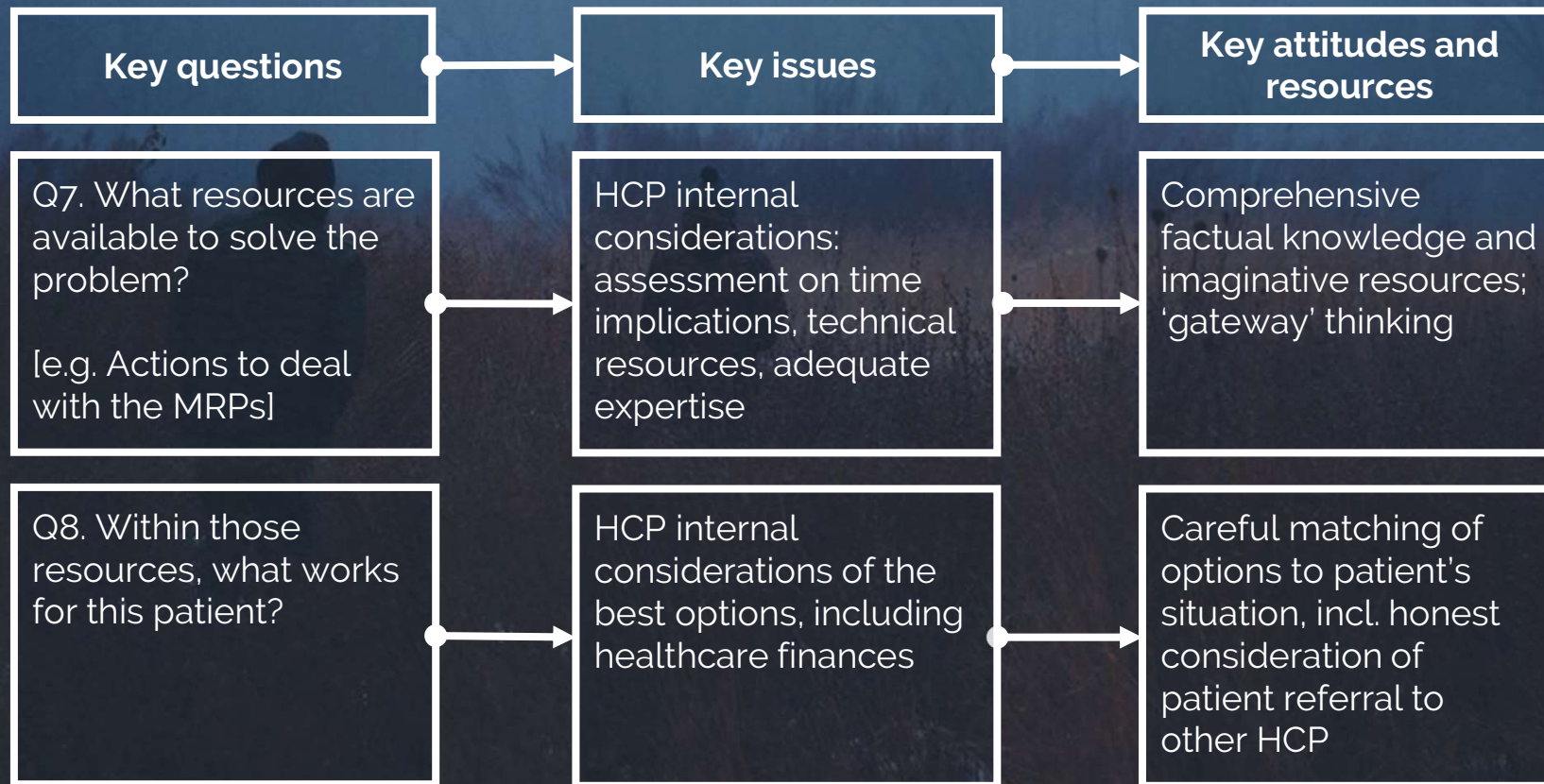
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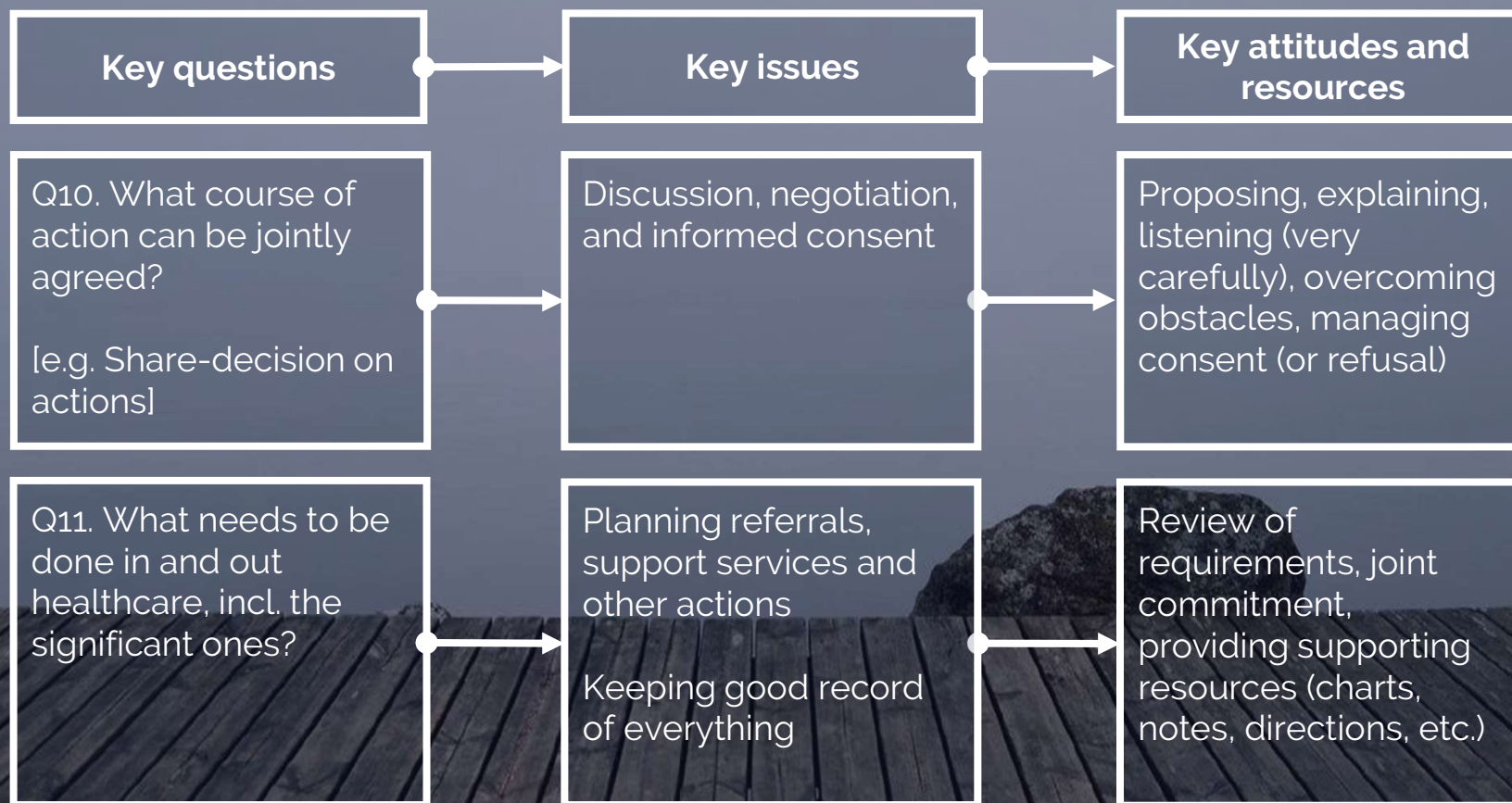
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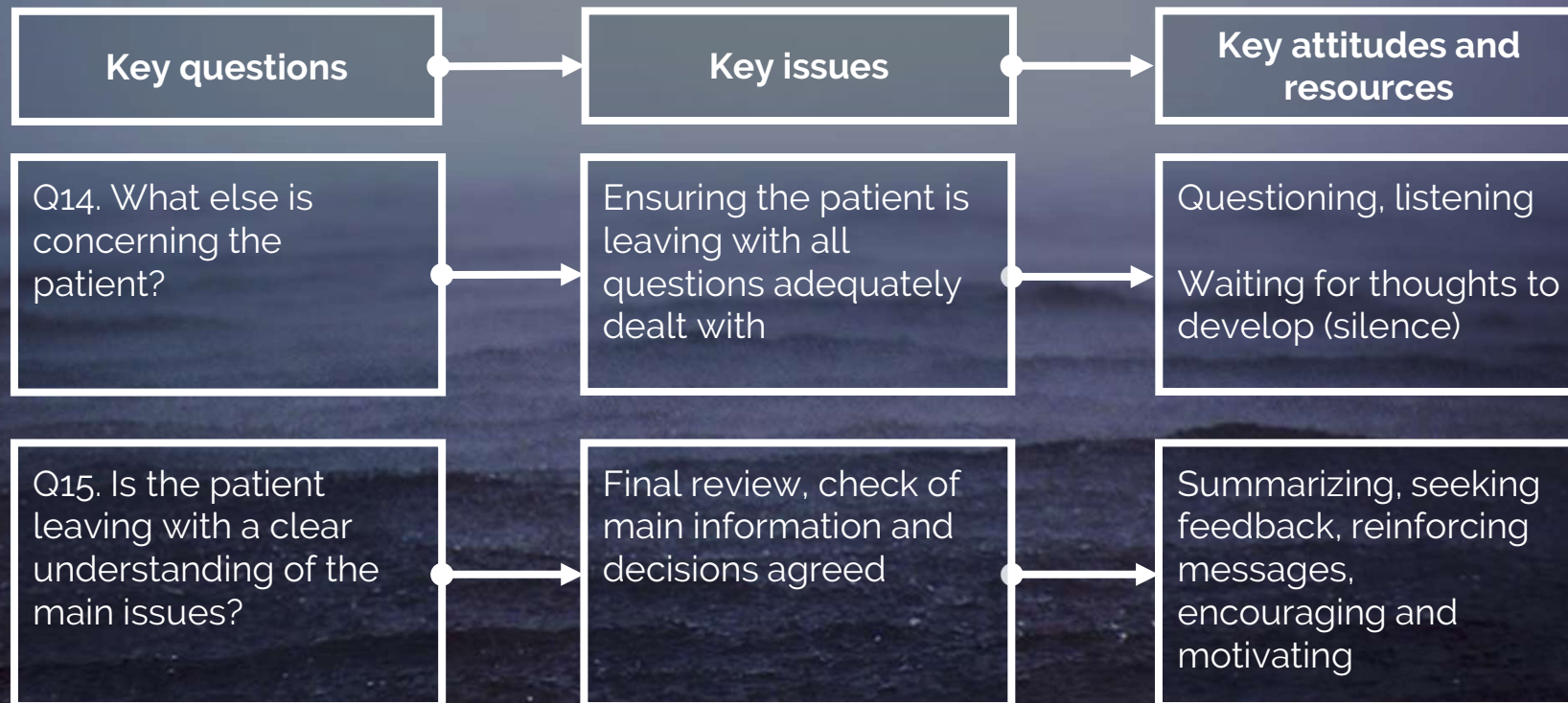
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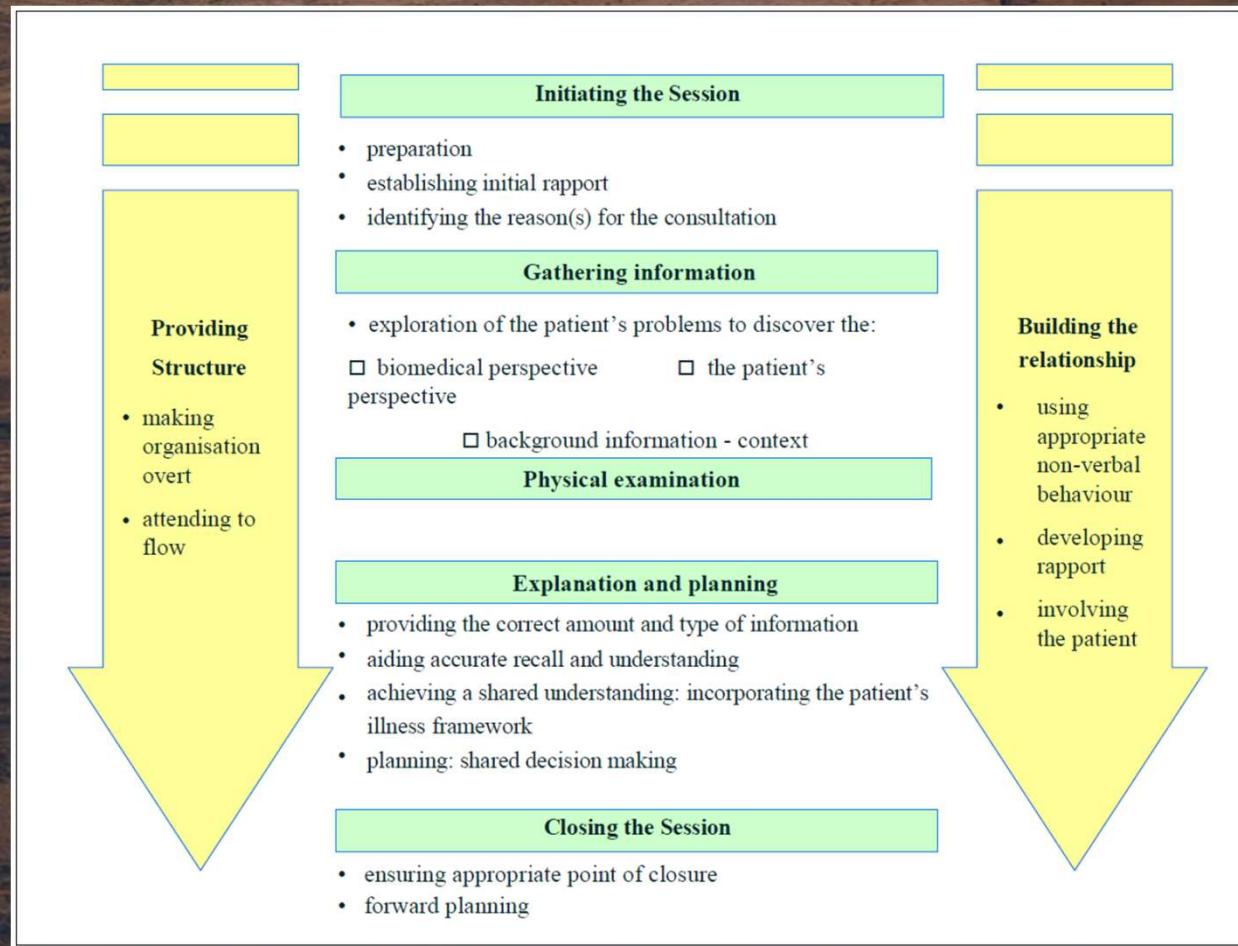
3. Main communication activities & tasks



3. Main communication activities & tasks



3. The Calgary-Cambridge Guide



3. *The Calgary-Cambridge Guide*

Initiating the Session⁷

A. Establishing initial rapport

1. Greet patient
2. Introduce self & session
3. Demonstrate respect

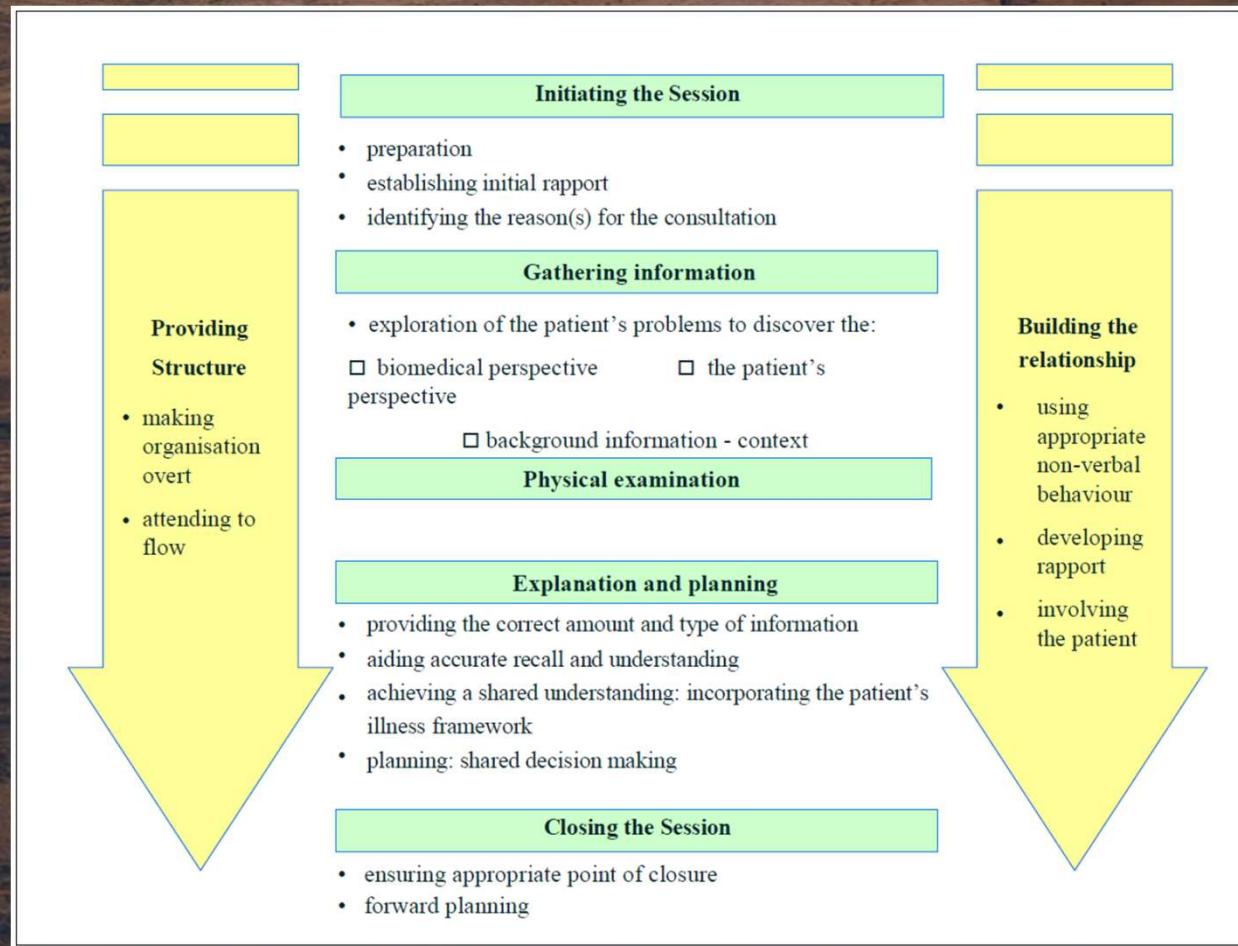
B. Identify reason(s) for consultation

4. Identify patient problems
5. Listen to patient opening statement
6. Confirm list for session
7. Negotiate agenda

Gathering Information - exploration of patient's problems⁷

8. Encourage patient story
9. Use open & closed question
10. Listen attentively
11. Facilitate patient responses
12. Pick up/respond to cues
13. Clarify info where needed
14. Summarizes understanding
15. Clear & concise, avoid jargon
16. Establish dates & sequence

3. The Calgary-Cambridge Guide



3. *The Calgary-Cambridge Guide*⁷

Explanation & Planning⁷

A. Providing the correct amount and type of information

33. Chunks and checks

34. Assesses patient's starting point

35. Asks patients what other information would be helpful, e.g. aetiology, prognosis

36. Gives explanation at appropriate times (avoids giving information or reassurance prematurely)

B. Aiding accurate recall and understanding

37. Organises explanation: divides into sections with logical sequence

38. Uses explicit categorisation or signposting

39. Uses repetition and summarising to reinforce information

40. Uses concise, easily understood language, avoids or explains jargon

7. Kurtz S, Silverman J, Draper J. Teaching and learning communication skills in medicine. CRC Press, 2016.

3. *The Calgary-Cambridge Guide*

Calgary-Cambridge Guide for pharmacists: adaptations⁸

Initiating the session

- Greeting: include social aspects common within pharmacy practice & medication use
- Identifying reasons for the consultation: inclusion of previous sessions summary or current information needs
- Negotiating an agenda: agreeing a previously set agenda e.g. medication reviews in chronic conditions

Appropriate handling of patient questions

- Restructuring the consultation in response to patient questions

Social conversation: a rapport/relationship building skill

3. *The Calgary-Cambridge Guide*

Pharmacists' consultation skills⁸

- Good use of skills e.g. signposting and closing the session
- Poor use of skills e.g. ineffective listening, poor eliciting patient's perspective, reduced showing of empathy, keeping jargon, not responding to patient cues

i.e.

- Limitations in creating patient-centred consultations

Pharmacists' usual reliance on medications-related skills⁹

- 'Natural attitude': understanding of medications, focus on the products, emphasis on medication adherence and health outcomes

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4. The importance of clinical communication skills

Pharmacists and patient-centred care^{10,11}

- Patient-centred care (IOM): providing care that is respectful of, and responsive to, individual patient preferences, needs and values, and ensuring that patient values guide all clinical decisions
- Patient-centred communication improves patient's health status and increases the efficiency of care by reducing diagnostic tests and referrals

Linking HCPs–patient communication to health outcomes¹²

- Talk itself can be therapeutic (e.g. lessening patient's anxiety, providing comfort), but often clinical communication influences health outcomes via a more indirect route

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4. *The importance of clinical communication skills*

Linking HPCs–patient communication to health outcomes¹²

- Interaction proximal outcomes include patient understanding, trust, and HPCs–patient agreement
 - These affect intermediate outcomes e.g. increased adherence, better self-care skills which, in turn, affect health and well-being
- Pathways to better health through adequate clinical communication
 - Increased access to care
 - Greater patient knowledge and shared understanding
 - Higher quality medical decisions
 - Enhanced therapeutic alliances
 - Increased social support,
 - Patient agency and empowerment
 - Better management of emotions

12. Street RL, Makoul G, Arora NK, Epstein RM. How does communication heal? Pathways linking clinician–patient communication to health outcomes. Patient education and counseling. 2009 Mar 31;74(3):295-301

4. The importance of clinical communication skills

Effect of patient-HCPs relationship on health outcomes^{13,14}

- There is a small ($d=0.11$), but statistically significant ($p=0.022$) effect on either objective or validated subjective healthcare outcomes
- 60% of the studies showed positive effect on objective parameters, such as information gathering and provision, relational skills for treatment-related emotions and behaviour, as well costs reduction

Effect of patient-practitioner interaction on common cold¹⁵

- When patients perceive clinicians as empathetic, the severity, duration and objective measures (IL-8 and neutrophils) of the common cold significantly improve

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Improving pharmacists' patient-centred communication⁹

Using models for patient consultation i.e. structuring the encounter used for medication review

Promoting serious training of communication and relational competences

Developing openness: with patient by applying strategies of listen, acknowledge and wonder; with oneself and colleagues by applying strategies of recognize, question and reflect

4. Final remarks

Pharmacists communication skills development^{16,17,18,19}

- *Further training*: pharmacy education with a honest focus on standardized simulated patient methods, including virtual practice environments
- *Further research*: pharmacy practice researcher (in diabetes care) should consider the influence of pharmacists' communication skills on health outcomes
- **Take seriously**: effective written & spoken communication, dealing with complaints & apologies, dealing with public relations & media
- **Get specialists on board**: to help dealing and training tough topics e.g. medication errors & patient safety, sex & sexual orientation, dying & death

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“The single biggest problem
in communication is the
illusion that it has taken
place”

George Bernard Shaw



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Thank you for your attention

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