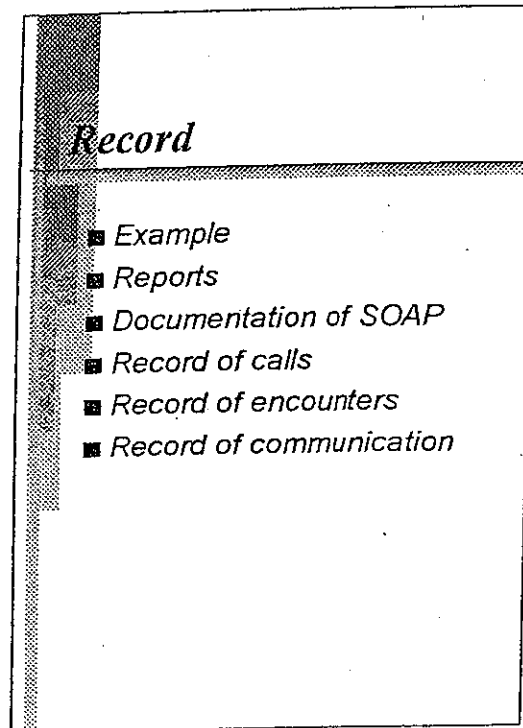


Procedures are also important, and help to differentiate the work each individual will do.

方法—機能的

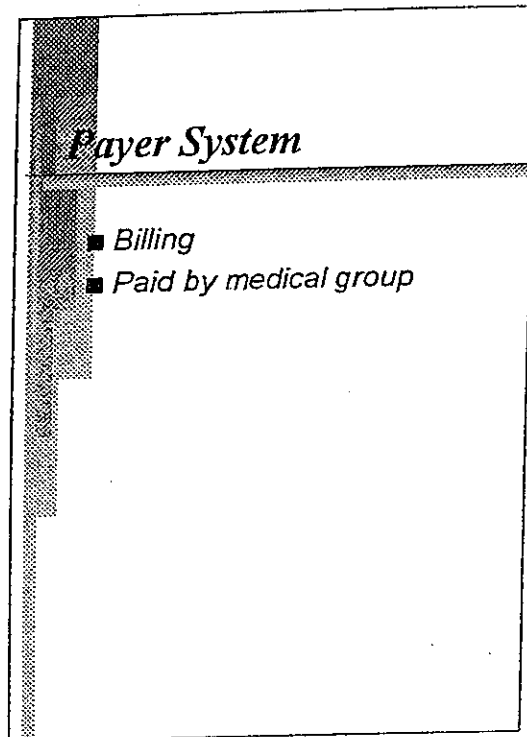
- 患者の出入り
- 記録システム
- コンピューターシステム
- 呼び出しシステム
- 事務手続き
- 請求手続き
- 事務所設計
- 証拠書類
- 職員の責務



A medical record, or encounter form is usually necessary for documentation of the visit. This is essential for follow up care, for billing, or for regulatory standards.

記録

- 見本
- 報告書
- SOAPの証拠書類
- 呼び出し記録
- 面会記録
- 通信記録



Payer systems in institutions are quite varied.

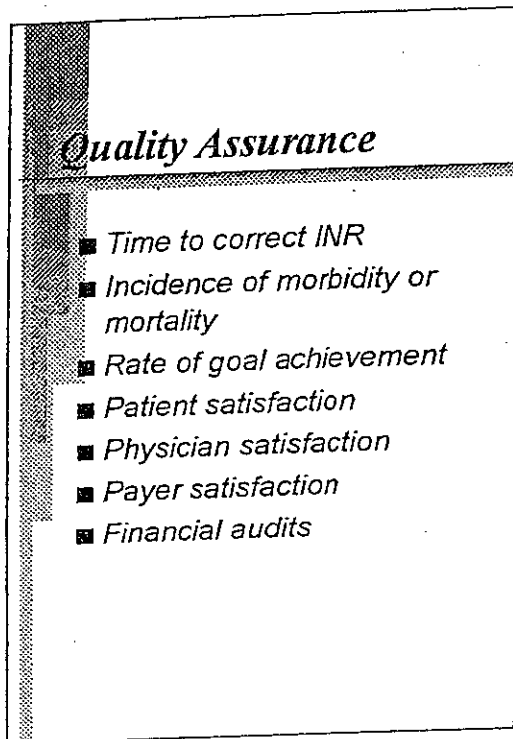
There are some practitioners who bill directly. Only some are being paid.

Others are paid as staff employees, independent of the number or type of patients they see.

支払いシステム

○請求

○医による支払い



It is important in any anticoagulation clinic to determine the level of success that is experienced. Listed on the slide are some of the many ways quality is defined.

Many of the practitioners in these clinics measure and record and report results of surveys they have developed.

Hospital accrediting agencies are interested in these quality indicators.

質の保証

- 正確なINRの時間
- 罹患率または死亡率
- 目標達成率
- 患者の満足度
- 医師の満足度
- 支払い者の満足度
- 財務監査

## *Quality Assurance*

- *Completion of reports to physicians*
  - *on time*
  - *right information*
  - *appropriateness of changes*
  - *appropriateness of referrals or calls*

Quality is also measured as compliance with process as noted in this slide.

### 質の保証

- 医師への報告書の完了
  - 時間どおり
  - 正しい情報
  - 変化の適切さ
  - 照会あるいは呼び出しの適切さ

### *Experience with a Peer*

- *One week to six weeks*
- *Certificate programs*
- *Continual relationships*

We have listed many things that pharmacists must know to participate and successfully work in an anticoagulation clinic.

I suggest that initial training for this be conducted with a peer in the same clinic facility or in a different facility. Ideally, the training should be done with another pharmacist in an established clinic.

In America, there are short term certificate programs, as well as extensive training available for pharmacists.

同僚との経験

○ 1 から 6 週間

○ 検定プログラム

○ 継続的關係

## *Pharmacist Specific Responsibilities*

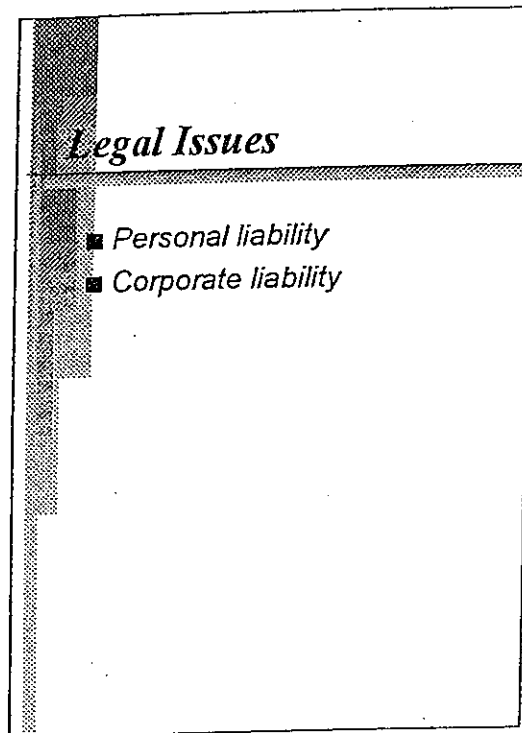
- *Patient intake*
- *Monitoring of patient between physician visits*
- *Patient and family education*
- *Record keeping*
- *Reporting*
- *Billing/collecting*

Let us review the specific responsibilities of the pharmacist.  
They include:

- Patient intake, that includes record set up,  
Monitoring of patient between physician visits  
(we actually do much of this on the telephone in our program)
- Patient and family education
- Record keeping
- Reporting
- Billing/collecting, if necessary

薬剤師としての責任

- 患者の組み入れ
- 医師が訪問する間の患者の監視
- 患者と家族の教育
- 記録の保存
- 報告
- 請求/収集



My last comments are in regard to legal issues.

Remember, the individual pharmacist, and the institution may need to review their liability insurance needs when new practitioners begin working with patients directly.

And, you and your institution have a responsibility for all anticoagulant patients, to offer them a quality standard of care.

Thank you very much for your kind attention. I will be interested in answering your questions at this time.

法律上の問題

○個人の責任

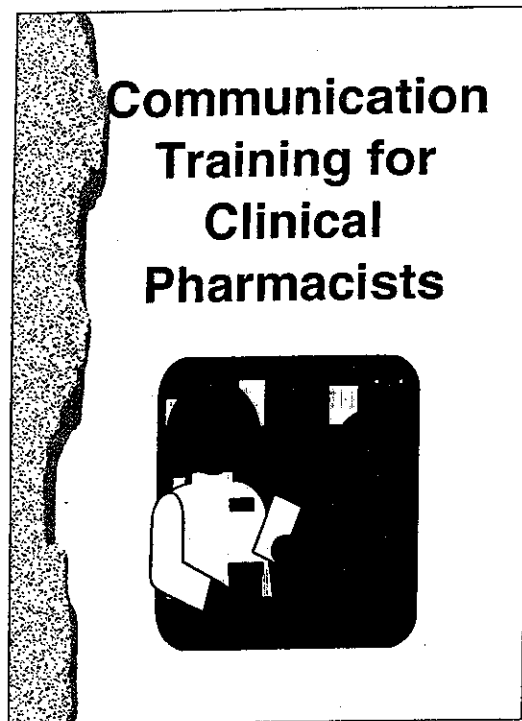
○団体の責任



# Communication training for clinical pharmacists

Philip E. Johnston, Pharm. D.

Vanderbilt University Medical Center




Thank you very much for your warm hospitality, and the invitation to speak here. You honor me by being here. It gives me great pleasure to meet you, and to know you better. I am sure we will enjoy our time together.

The title of this presentation is Communication Training for Clinical Pharmacists.

My assumption here is that all pharmacists perform clinical activities in some portion of their daily activities.


But, does a pharmacist need to communicate more effectively today than in times past? Who are today's graduates going to need to communicate effectively with in their career? Is it different than with you and me?

My opinion is that today's graduate will need to have very well developed communication skills, both to receive incoming information correctly, and to communicate effectively with others, after listening.



## Patient Needs in Health Care?

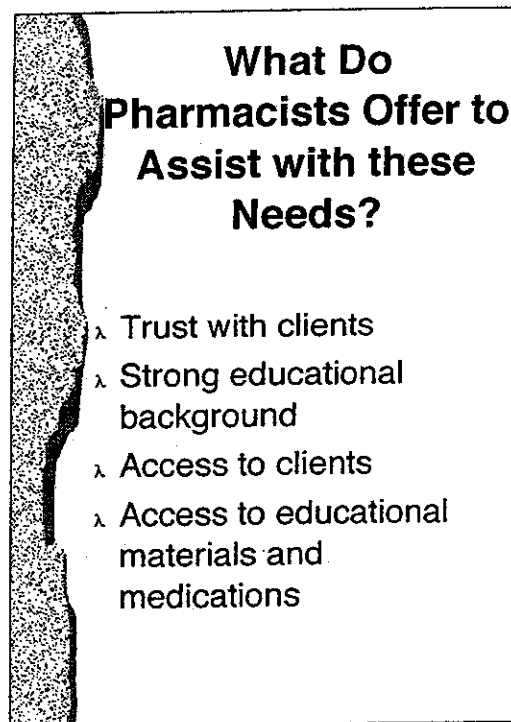
- λ Better access to care
- λ Prevention of disease
- λ Education of self, practitioners, and clients
- λ Acute and chronic care continuity
- λ Cost reductions



In America, we have experienced a dramatic change in our health care system. We have many needs. It is more and more difficult to provide a quality health care service, and be paid adequately than it was even 5 years ago.

Major needs in the American health care system are - providing better access to care for those in rural areas, for those without money, and for those unable to travel to clinics. We need to provide more and better prevention programs for health risks such as obesity, cardiovascular disease, diabetes, and cancer. We need to educate our public how to prevent disease as well as care for themselves when they have disease. We need to learn how to care for the acute patient who becomes chronic, and we struggle to provide continuity of care as patients move from one health care facility to another. And finally, we continue to have too little money for the care we do provide.

I venture to say that several of these challenges are Japanese health care system struggles as well.



Pharmacists in many countries are highly trained health care professionals.

Pharmacists are located in large cities and small towns, quite accessible to the public.

Pharmacists can in fact be quite helpful in preventing disease, diagnosing problems, providing treatment plans, and educating the public.

Prevention of disease can include prevention of drug interactions. Diagnoses can include discovering adversities or allergies to medications. And education of the public can provide much in the way of self care.

Pharmacists in many countries are well positioned to see patients when they are suffering urgent problems, have remedies readily available, and can be instrumental in recommending medications, or medical help when needed.

Pharmacists, nurses, and physicians can work together well, as they attempt to fix some of the current problems in health care.



## **Pharmacists Have Said the Answer is Pharmaceutical Care**


**λ Definition:**

**–The mission of the pharmacist is to provide pharmaceutical care. Pharmaceutical care is the direct, responsible provision of medication-related care for the purpose of achieving definite outcomes that improve a patient's quality of life.**

In America, and in many other countries such as yours, pharmacists are saying they need to redirect their focus. They say they need to make their mission patient care, without ignoring or avoiding responsibility for dispensing practices. Instead, the medication appropriately and expertly prepared is a powerful tool to provide pharmaceutical care.

The definition of pharmaceutical care is:

**The mission of the pharmacist is to provide pharmaceutical care. Pharmaceutical care is the direct, responsible provision of medication-related care for the purpose of achieving definite outcomes that improve a patient's quality of life.**



**How are  
Pharmacists to be  
Prepared?**

λ *Continuously improved  
communication and  
communication skills*

- Image
- Speaking
- Listening
- Teaching
- Interpersonal
- Negotiation
- Writing
- Workplace

To provide these healthcare services, pharmacists must be prepared. Pharmacists must have better developed skills to appropriately offer this help.

Probably the most important skill for the pharmacist is high quality communication skills.

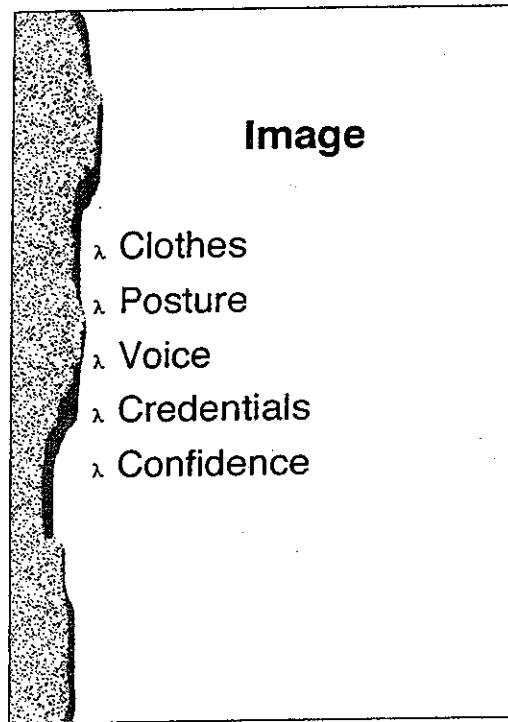
A pharmacist must be able to write well, speak well and negotiate for what he wants effectively. Pharmacists must be thorough, precise, concise, and diplomatic in making suggestions and decisions.

Of all the changes we have made in American pharmacy in the last fifteen years, improvements in communication skills is one of the most important.

In schools, in post graduate residencies, and in practice, clear, effective, and persuasive communication is essential. How else can anyone in a health profession remain involved, or have the respect of others.

When I am introduced to a new student, I know we can teach them the academic facts he does not know, but if he does not have adequate communication skills, development of the individual will be much more difficult.

On this slide are listed several communication skills that pharmacists need to continuously develop. Let us look at each one individually.

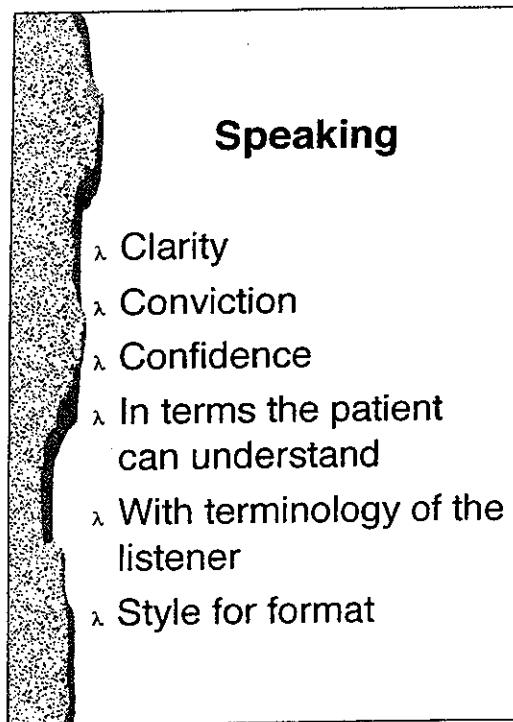


There is a saying in America that the “clothes make the man”, or woman, in America. As you may know, approximately 65% of pharmacists in America are women now.

But the phrase “clothes make the man” is important to consider here. As we are more directly exposed to the patient, and to other health care workers, we need to look like we belong in that setting. Our dress code at our hospital requires that pharmacists wear clinic coats (or scrubs in the surgery area), men wear a tie, and that we have an appropriate name tag on, including our title and that we are part of pharmacy.

We want our pharmacists to be professional looking. We have had trainers in speech and drama work with our pharmacists who work in decentralized areas.

If we want to be respected as peers, we need always present ourselves appropriately.

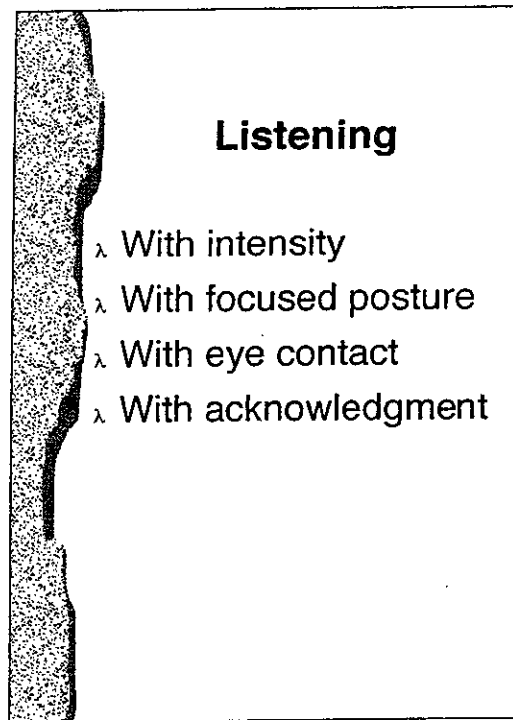


The next major impression others have of us is in how we speak. We encourage our pharmacists to speak clearly, with conviction, and with confidence. Remember, it assumes we know what we are talking about!

Further, the pharmacist needs to be aware of the listener's "language", to speak using terms they understand.

The pharmacist must work and communicate now with patients, families, co-workers, payers, administrators, and outside guests of the institution in their "language". This could require many changes in a pharmacist's type of communication within a workday.

Finally, we want a pharmacist to speak in the style or format the listener uses. It is much more effective to speak to a physician about the use of an alternative medication when you can begin by identifying the patient, the current issue concerning you about the patient, and what you propose. You should also be ready to prepare your reasons in a patient specific manner. On the other hand, you will want to prepare a budget proposal in a way that is appealing and interesting to an accountant.



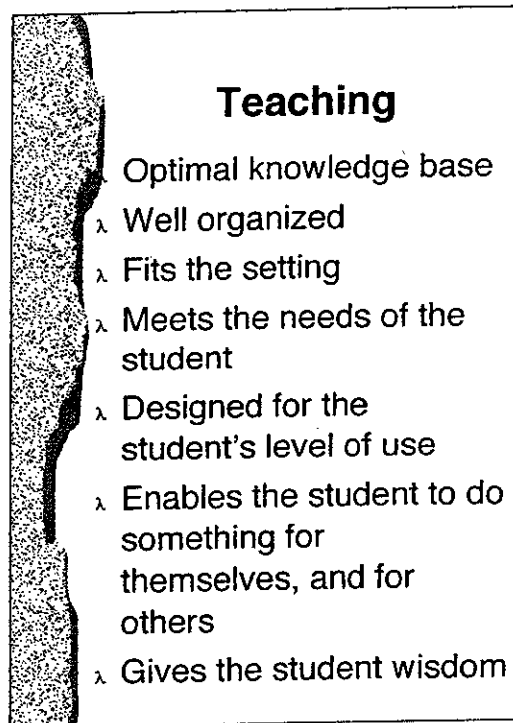
One of the most powerful ways to draw attention of the a speaker, is to be a good listener.

We teach pharmacists to listen with intensity, as if every word is important. We want the speaker to get the message that what he/she is saying is very important. We want our pharmacists to listen with focused posture, looking toward the speaker, slightly leaning forward, and making constant or near constant eye contact.

Speakers also respond to a listener who occasionally acknowledges what they are saying with a nod, or a smile. The speaker knows we understand.

If you will think about your last conversation with a friend or colleague, you probably watched to see if he was listening, and you felt better if he was, right?





Teaching is powerful communication tool. Teaching is putting what you know and have experienced into action, or enable another person to do what you do.

The teacher has their information from strong authority, knows how to apply the knowledge they have to the setting and the times.

The teacher has prepared their materials to fit the need of the student, so the student becomes better prepared to perform.

The teacher prepares their materials for use at the students level.

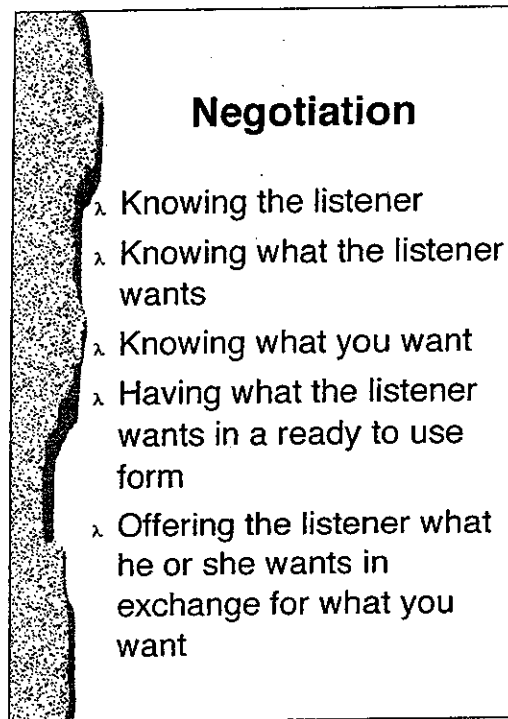
The teacher enables the student to do something new.

And, the teacher gives the student wisdom, because in addition to the facts, the teacher tells or shows the student why it is done a particular way.

The point is that as we train pharmacists, we are in effect training teachers. The pharmacist constantly teaches physicians, nurses, patients, families, and many others.

The pharmacist's students are the public. We need to teach them to teach effectively.

Our students need practice teaching, keeping in mind that effective teaching utilizes all the characteristics above.



In a useful book titled *Getting to Yes*, by Fisher, Ury and Patton, there are three titles of sections I bring to your attention. They are:

Separate the people from the problem

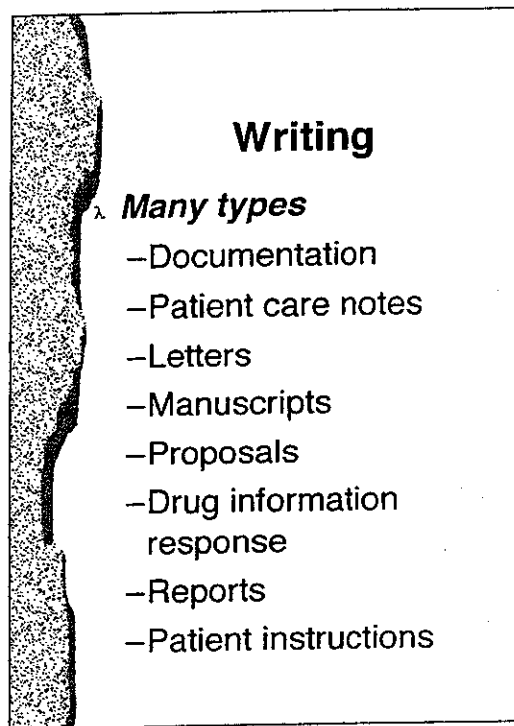
Focus on interests, not positions

Invent options for mutual gain

These three phrases help our pharmacists to reach consensus with many of their listeners, instead of reaching a point of ill content.

And above all, assess the situation before you get involved with it. Know the background, the person, the needs, and your needs. Then develop a goal oriented plan that solves problems, and provides good feelings!

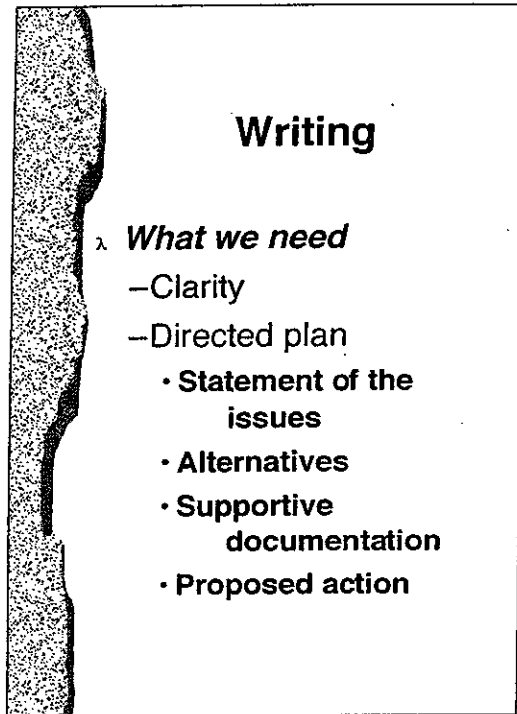
Our students need to know how to negotiate wisely. They need to exercise critical situations in their training, role play, and determine basic characteristics of negotiation.



As pharmacists, we write or type many things. Have you thought about the fact that the way you state what you write makes it more likely to be believed, or approved?

When we write, especially when we write letters, proposals, drug information responses, and even patient instructions, we need to do a good job.

It is very important to have students practice writing. It is important that they write well.



Our students need to write, write, and write more.

We need to be sure that what is written is well researched. We need to know that what is written is factual, and is directed to an endpoint.

Writing well is a skill that we teach our pharmacy students in all of their clinical training.