

Day 1 Activity

Effective Communication

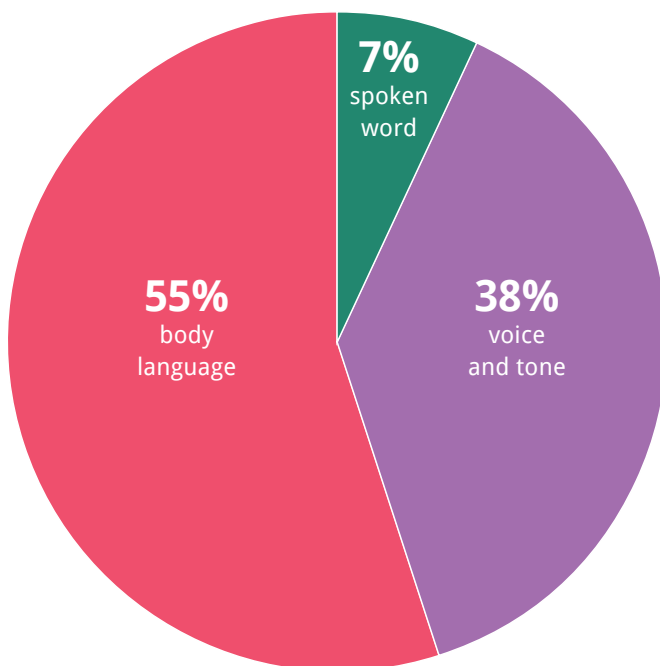
Communicating effectively is one of the professional standards for pharmacy technicians from the GPhC (General Pharmaceutical Council, 2017).

Effective communication is essential to the delivery of person-centred care and to working in partnership as part of a multi-disciplinary team. Communication is much more than giving information, asking questions and listening. It is about the exchange of information.

How we communicate, can be split into two core methods:

- Verbal
- Non-verbal

Research (Mehrabian, A., 1981) has concluded that when communicating a message only 7% of feelings and attitudes takes place through the words spoken whilst 38% take place through the tone and pace of voice and 55% through body language.



The lesson you can draw on from this research, is that as a pharmacy technician you need to pay attention to far more than just the words you are using when communicating with patients, their carers, colleagues and other healthcare professionals.

Pharmacy technicians will need to consider their communication methods used to ensure safe and effective care is provided. This may include:

- Meeting the needs of individuals by adapting communication methods. For example, facing a person who is hearing impaired
- Understanding a person's needs. For example, by asking questions and listening to answers to come to a shared decision about care
- Checking the person has understood the information given. For example, by asking the patient to repeat back to you their understanding of key points
- Communicating in a private and appropriate place. For example, using a consultation room instead of a public area to avoid distractions, interruptions or sharing confidential information

We will explore effective communication more in your Welcome call and in Unit 01 of your Enhanced Clinical Practitioner Programme.