

**TITLE**

**A SURVEILANCE STUDY ON THE FACTORS THAT HINDER  
COMMUNICATION FLOW BETWEEN THE PHARMACISTS AND  
THEIR PATIENTS.**

**A CASE STUDY OF PHARMACIES WITHIN EMBAKASI WEST**

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## Abstract

The importance of communication skills for pharmacists has been widely acknowledged. Research has shown that the use of good communication skills can improve patient health outcomes but little research has focused on communication within new consultation based roles of pharmacists. Objectives of this study are: To explore the communication and barriers that occur during drug-dispensing on a retail-style consultation. To examine the pharmacists' view on learning and use of communication skills within pharmacy, particularly with patients within the pharmacy set up. To determine effectiveness of counseling provided to the patient.

The study will consider Pharmacists' patient communication skills and how best to deliver health services at the pharmacy retail shop levels. It shall cover 30 out of the 50 pharmacies within the area. Purposive sampling was used to identify the drug pharmacist participants for this study.

The study methods enabled collection of rich data findings about pharmacist-patient communication. Pharmacists reported a lack of communication skills training and stated that additional training would need to be focused on specific, relevant skills and should involve underpinning theory combined with observation of practice and personalized feedback. The data show that many factors can influence communication within consultations including pharmacist training, location, relationships, structure and noise within the dispensing area. Pharmacists may need to think widely when aiming to achieve effective consultations.

Therefore training should be clearly linked to professional practice in order that pharmacists are able to see the relevance of their new skills. Encouraging patients to set their own agenda, and to utilize their own communication skills in order to get the maximum benefit from the consultation was reported to be difficult but helped in creating patient-centered consultations when achieved. Location of a consultation can influence communication in a number of ways the availability of private consultation areas and was again felt to be important in facilitating patient communication and ensuring that they felt comfortable and able to discuss sensitive matters in confidence with their pharmacist.