

COMMUNICATION SKILLS

LEC. 4

FOURTH STAGE

Non verbal communication

THE PHYSICAL ENVIRONMENT

Environmental nonverbal factors

There are many things in the environment which will have a some potentially very powerful impact.

These are part of the broad category of non-verbal communication [communication beyond words].




THE PHYSICAL ENVIRONMENT

Environmental nonverbal factors

Relationships with patients will be eased and enhanced, confidence and trust will be stimulated in an environment that is **welcoming, comfortable** and **attractive**.

Dirt, clutter, and **general untidiness** carry **negative** nonverbal messages. These messages influence patient perceptions about your professional role and your **level of interest** in serving your patients.



THE PHYSICAL ENVIRONMENT

Environmental nonverbal factors

In the pharmacy , **a host of physical, nonverbal elements** send strong positive or negative messages (communicate) to patients, visitors and colleagues:

Layout and arrangement of rooms or physical space. Tidiness and cleanliness, comfort of seating, temperature, humidity and freshness of atmosphere.



THE PHYSICAL ENVIRONMENT

Environmental nonverbal factors

Lighting levels, color schemes, decorative elements (such as plants and pictures).



TIME-CONSCIOUSNESS

Many patients are extremely **time-conscious**. Even a **fifteen-minute wait**, which is fairly common in many pharmacies, is viewed with **impatience**.

Therefore, it is important to convey value in the wait in order to reduce this negative view of waiting.



TIME-CONSCIOUSNESS:

Case study

Patient: Fifteen minutes? Just to throw a few pills in a bottle? I just had to wait almost an hour and a half at the doctor's office.

Pharmacist: I know that you have waited a long time today. I will get your medicine to you as quickly as I can. I do have two other patients ahead of you and I want to be accurate with everyone's medicine.

I do appreciate your patience.



MIRRORING

1-When two (or more) people are in some kind of **harmony**, their non-verbal behavior is often **mirrored**: they may be sitting in similar poses(may be one ankle resting on the knee, or an arm loose on the arm of a chair); they may move or make the same gesture at the same time. ●

MIRRORING

2-**Knowledge** of this is also professionally important.

If a patient is imitating your body posture, then you may assume that they are on at least a **similar wavelength** to you and amenable to some degree of open conversation.

In order to demonstrate the same degree of openness to what a patient is saying, you can mirror their behavior.




DISTRACTING NONVERBAL COMMUNICATION

1-One of the most distracting nonverbal elements is **lack of eye contact**.

It is frustrating to talk to somebody who is not looking at you.

Many pharmacists **unconsciously** do not look at patients when talking to them.

Their tendency is to look at the prescription, the prescription container, the computer screen, or other objects while talking.



DISTRACTING NONVERBAL COMMUNICATION

2-This behavior may indicate to patients that you are **not totally confident** about what you are saying or that you really do not care about speaking with them.

- Not looking at the patient also limits your ability to assess whether the patient understands the information. In other words, lack of eye contact limits your ability to **receive feedback** from the patient about the messages that you are giving.



DISTRACTING NONVERBAL COMMUNICATION

3- Good eye contact is also essential for **effective listening**.

If you do not look at patients while they are talking, they may get the impression that you are **not interested** in what they are saying.

Using **good eye contact** does not mean that you continually stare at patients, because that may make them feel uncomfortable as well.

The key is that you **spend most of the time looking at them**.



DISTRACTING NONVERBAL COMMUNICATION

4-Facial expression.

This is especially **damaging** when your facial expressions are not consistent with your verbal expressions.



DISTRACTING NONVERBAL COMMUNICATION

5- **Body position** can be somewhat distracting.

For example, a **closed stance** with folded arms or a body position that is **slouched forward** or tilted to one side may be communicating reluctance on your part to talk with patients.



DISTRACTING NONVERBAL COMMUNICATION

6- **Your tone of voice:**

An inappropriate tone of voice may create an entirely different meaning from the one intended.



DEALING WITH SENSITIVE ISSUES

1- It is interesting to note that a study found that **embarrassment** was the most common reason why consumers did not communicate their health care provider.



DEALING WITH SENSITIVE ISSUES

2- A wide variety of **embarrassing issues** could exist within practice, including

- A. urinary incontinence,
- B. sexual dysfunction,
- C. depression and psychosis,
- D. menopause,
- E. hemorrhoids,



DEALING WITH SENSITIVE ISSUES

2- A wide variety of **embarrassing issues** could exist within practice, including

- A. contraception,
- B. vaginal infection,
- C. infertility,
- D. M.C disturbances,
- E. several dermatological diseases and
- F. breast or prostate cancer.



DEALING WITH SENSITIVE ISSUES

3-As a pharmacist, you should be **prepared** to **recognize** situations that may be sensitive areas for patients.

You should be **comfortable discussing** such matters in a **nonthreatening way and in a nonverbal environment** that conveys confidentiality and privacy.



OVERCOMING DISTRACTING NONVERBAL FACTORS

1-improving interpersonal communication.

2- self-awareness involves being constantly aware of your nonverbal behavior.

