

LEC. 1

Communication skills



INTRODUCTION

- The role of the pharmacist requires practitioners to switch from a “medication-centered” or “task centered” practice to patient-centered care.
- It is not enough for pharmacists to simply provide medication in the most efficient and safest manner (i.e., focus on systems of drug order fulfillment).

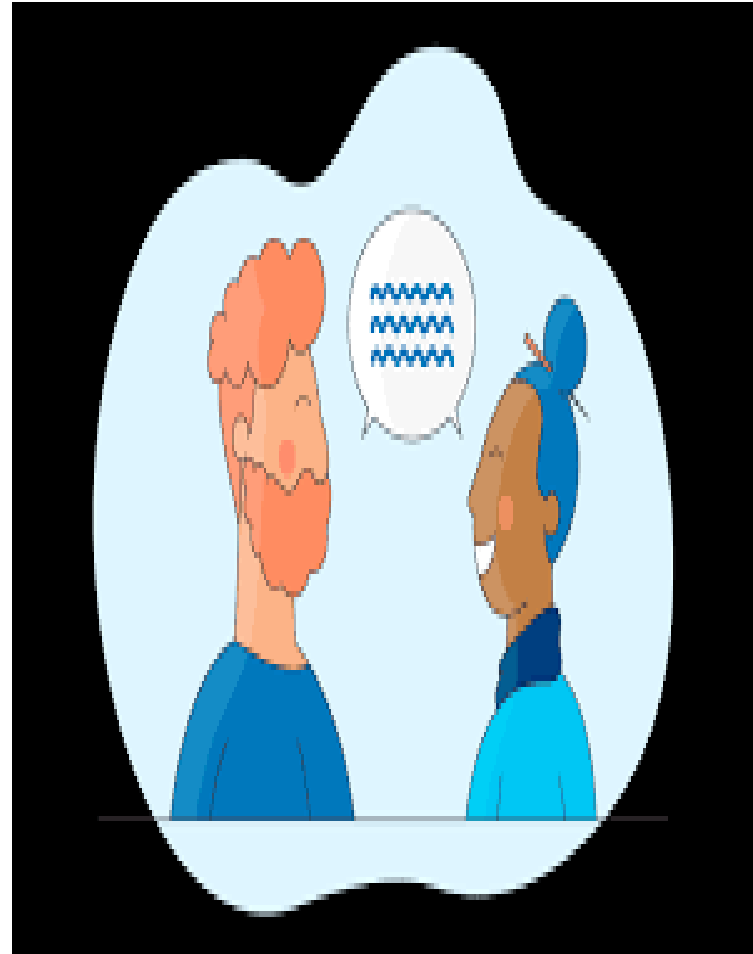
INTRODUCTION

Pharmacists must participate in activities that enhance **patient adherence** and the wise use of medication (i.e., focus on patient centered elements including **patient understanding and actual medication taking behaviors**).

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

is best described as a process in which **messages** are generated and transmitted by one person and subsequently received and translated by another.

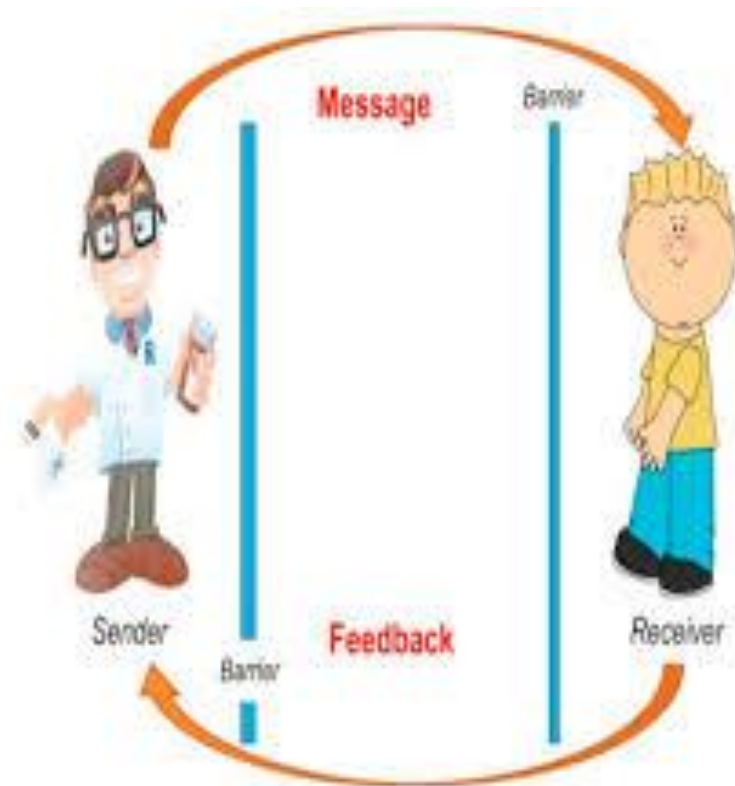


COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

The model includes five important elements:

- sender,
- message,
- receiver,
- feedback,
- and barriers.



MESSAGE

FEEDBACK



Sender



Receiver



Noise

= Barriers

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

1-The Sender

The sender transmits a message to another person.

Messages can be **thoughts, emotions, information, or other factors** and can be transmitted both **verbally** (by talking) and **nonverbally** (by using facial expressions, hand gestures, and so on).

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

2- Messages

Can be **thoughts, emotions, information, or other factors** and can be transmitted both **verbally** (by talking) and **nonverbally** (by using facial expressions, hand gestures, and so on).

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

2- Messages

What are the verbal and nonverbal messages

The nonverbal component of communication is important.

Research has found that most of the message is **transmitted through its nonverbal component.**



Anger



Joy



Surprise



Disgust



Sadness



Fear

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

3-The Receiver

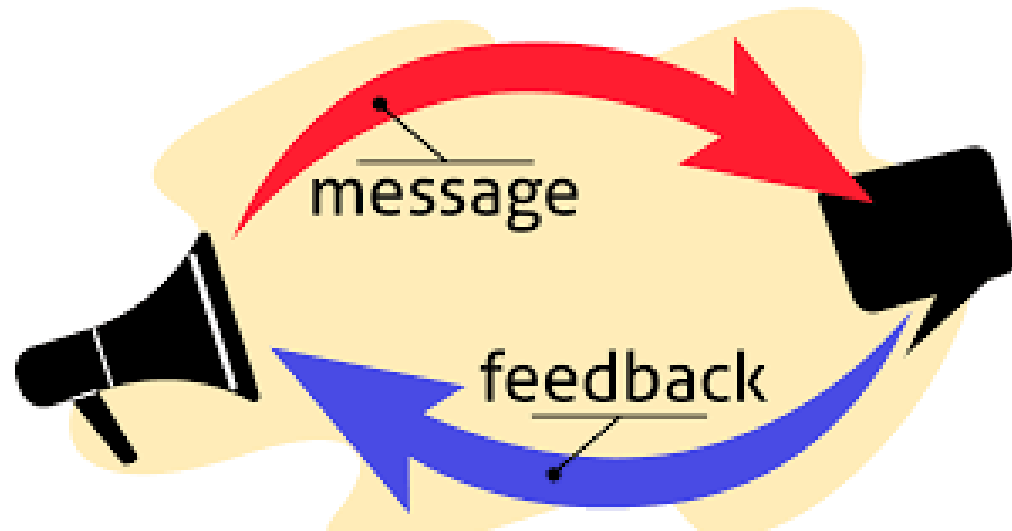
Receives the message from the **sender**.

In receiving and translating the message, you probably considered both the **verbal and nonverbal** components of the message.

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

4- Feedback is the process whereby receivers communicate back to the senders their **understanding** or **questions** of the senders' message.



COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

Feedback can be **simple**, such as merely **nodding your head**, or more complex, such as **repeating a set of complicated instructions**.

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

During the communication process, most of us frequently **miss the feedback.**

As **receivers** of messages, we fail to provide appropriate feedback to the sender about our understanding of the message.

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

On the other hand, as **senders** of messages, we fail to ask for feedback from the receiver or in some cases **ignore feedback** provided by others.

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

In any **interpersonal communication** situation, individuals at any point in time are simultaneously **sending and receiving messages**.

COMPONENTS OF THE INTERPERSONAL COMMUNICATION MODEL

Interpersonal communication:

Effective communication skills

Effective communication skills required

- **Active Listening**
- **Respect**
- **Confidence**
- **Clarity**
- **Honesty**



*Thank
You*

