

A Review Article on Effective Patient Counseling and Role of pharmacist

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The practice of pharmacy and the idea of pharmacological treatment are both rapidly changing all around the world. Additionally, because of his technical and professional understanding, the pharmacist's role in advocating rational and cautious use of medicine is becoming more crucial. It is well established that patients who are knowledgeable about their drugs and how to take them obtain safe and effective treatment, effective medical care. In addition to the many technical tasks carried out behind the counter, therapeutic pharmacists frequently meet with patients and help with clinical therapies. Giving the patient or their representative a medicine kit alone is insufficient; also, the right medication must be given to the right person with the right information.

Keywords: Patient counseling, Attitude and behavior, Privacy and confidentiality, Counseling aids

When we are summoned to the counseling area, a fresh scenario comes to light that needs to be carefully examined in order to deliver useful knowledge. We must watch the patient's nonverbal clues as we approach the counter to identify any barriers to communication that must be removed. A pharmacist who wants to provide counseling services in a clinical context must overcome a number of obstacles [1]. Some obstacles are patient-centered, such as coaching the carer rather than the patient, a poor level of education, and the patient's challenging physical condition. While some are institution-specific, such as delays in discharge orders or invasions of privacy, and can be prevented by careful adherence to procedures. It is essential to remove the obstacles a pharmacist faces in communicating with the patient in order to offer a framework for guaranteeing medication adherence and the best therapeutic efficacy [2]. A good pharmacist consultation makes all the difference in whether a pharmacotherapeutic outcome is favourable or negative. Though each pharmacist has their own style of counseling a client, they all must adhere to a few basic principles, such as making an introduction, using the patient's information to identify the correct patient, making the patient feel comfortable while maintaining their privacy, and answering any questions they may have [3].

The patient needs to be aware of how important medication is to his entire health. It's important to establish a business relationship that enables continuing interaction and consultation. It's critical that individuals have a better understanding of how to manage the adverse effects and drug interactions associated with prescription medications. The patient develops into a knowledgeable, effective, and active participant during disease treatment and self-care management. Avoiding medication interactions and potentially dangerous drug responses is important, and the pharmacist should be regarded as a specialist in pharmaceutical care.

You are seen as having a greater professional position by patients and other healthcare professionals making an essential element of patient care that can't be replaced by staff or technology. Higher levels of job satisfaction as a result of improved patient outcomes. A service that improves the patient's experience in any way. Revenue is generated when clients pay for counseling services; it is currently small but growing. The patient should be able to: Explain how an effective counseling contact explains why a prescription medicine is helpful for maintaining or enhancing wellness. Accept the healthcare provider's assistance in establishing

a rapport and providing the foundation for continuous participation and dialogue. Become more capable of making well-informed choices regarding medication compliance and adherence. Enhance your stress management strategies [4].

1. Pay close attention as you are being counselled. The pharmacist must focus intently on the patient and monitor both verbal and nonverbal cues.
2. Behavior: The pharmacist can evaluate the patient's understanding of their condition and medications based on this.
3. Be flexible: The pharmacist needs to be flexible in order to give recommendations and information that are tailored to the unique needs and capacities of each patient.
4. Demonstrate empathy: The pharmacist should make an effort to comprehend the patient's suffering and predicament as if it were his or her own issue.
5. Show compassion: Pharmacies shouldn't judge a patient's behaviour based on their illness or the group they are a part of.
6. Show compassion: During counseling sessions, clients may act irrationally, irritably, or aggressively. The pharmacist needs to respect the patient's feelings.
7. Speak confidently: The patient acceptance of the pharmacist's suggestions will rise if the pharmacist speaks confidently [4].

Patients who have had a mental change as a result of disease anxiety, unexpected costs, interruptions

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at work or in their business, etc. Other factors include not knowing what to expect with this new symptom or illness, depending on medical professionals for the best care and on family for assistance with daily

tasks, being afraid of change and death, experiencing pain and discomfort, not having privacy during physical examinations, and losing one's sense of self as a healthy person (which sounds strange but is mostly true).

When people gain social support, they are more likely to trust them or treat them favorably [5].

Privacy Many neighborhood pharmacies lack a separate space where the pharmacist and the patient can speak privately. In addition to a lack of privacy, pharmacists frequently encounter other challenges to effective patient interaction, such as a lack of encouraging individuals.

- There is a huge workload and backlog
- Those who are awaiting the filling of their prescriptions or assistance from a pharmacist.
- Incoming calls and requests for information or help from coworkers.
- Inadequate computer hardware, software, and services, as well as interns and other sta

at his fingertips. He or she can do this by using phrases such, "I just wanted to check that you were aware of." Making sure all patients are aware of their ailment and the goal of treatment is the greatest method to ensure that they all adhere to the recommended course of action and obtain the best therapeutic result possible [10].

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Several characteristics should be noted in order to obtain a good counseling section, including:

s s e pharmacist should show a sincere interest in the treatment of the patient. By properly introducing the patient and smiling when they are greeted at the beginning of the session, the patient is more likely to feel comfortable disclosing all relevant information about their prior medical and drug histories [10].

p p e pharmacist should encourage the patient to actively participate by posing questions. ey must to assess the patient's comprehension of pharmacological therapy and adjust the counseling as necessary [10].

It's critical that the pharmacist is aware of the NVC, such

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