



Review

Patient Counseling: A Review

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ABSTRACT

Clinical pharmacist has a major role in providing effective counseling because it is one of the vital elements in improving patient compliance. Pharmacist role is important in improving the patients understanding in the management of their diseased condition. Pharmacist help in reducing medication errors, decreasing incidences of adverse reactions, drug-drug interactions and improving patient compliance. This article provides information regarding patient counseling, patient compliance and the emerging trends in providing an effective patient counseling.

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Introduction

Pharmacists are in communication with patients. The role of pharmacist is not only to dispense the medicines but also counsel the patient regarding the medications he takes. It is the responsibility of pharmacist to ensure right medication, at right time, at right dose, to right person. And this is effectively possible by means of patient counseling. Patient compliance is defined as faithfully adherence by the patient to prescriber's instructions. Patient compliance is improved by means of effective patient counseling.

A clinical pharmacist has the advantage of ward experience and is therefore able to solve the problems faced by nursing staff during administration of medicines. Thus the pharmacist can promote safe and economic drug use both in terms of administration to the patient and stock control at the ward level. Their aim is to reduce medication errors, to promote rational drug therapy and consequently to benefit the patient (Goyal, R. *et al.*, 2018). It is the responsibility of the pharmacist to counsel the patient while dispensing the drugs. In order that the patient

uses medication safely to obtain maximum benefits, he needs to be told about how to take the medications. Prior to counseling the patient, a pharmacist must know the past history related to diseases like diabetes, hypertension, renal or liver damage or any drug or food allergies. Considering the volume of information that is given to patient it is possible that patient forgets the instructions. For this purpose audio video and pictograms are beneficial. Labels may be affixed to the dispensed medicines (Dandiya, PC. *et al.*, 2005; Patil, DJ. 2017).

Patient Counseling

Patient counseling means to give information to the patient regarding safe and appropriate use of medicines (Anonymous, 2020).

Patient counseling consist of three stages (Ahir, AA. *et al.*, 2015) are as;

Stage 1- Introduction.

Stage 2- Process content.

Stage 3- Conclusion.

Stage 1- Introduction

- Review patient's records and medication history.
- Introduce yourself.
- Explain purpose of counseling.
- Assess patients compliance about drug therapy.

Stage 2-Process Content

In Patient counseling following information is provided to patient (Yadav, AV. *et al.*, 2007; Paradkar, AR. *et al.*, 2007; Tsang, E. 2008).

- Name of the drug and its action- The pharmacist should inform the patient about not only the name of drug but also its other name .He must explain the use of that drug and action on the body. In brief he has to explain how the drug acts?
- Route of administration- It is important for the pharmacist to inform the patient about the route of administration of drug. Whether the is to be taken orally or it is to applied locally or to be used into eye, ear or nose or inserted rectally or vaginally. The pharmacist should be sure that the patient understands how to use ophthalmic preparations, and suppositories.
- Time of administration- The pharmacist should instruct the patient when to take the medication e.g. some drugs should be taken on empty

stomach i.e. about 1 hour before meal or 2-3 hours after meal to ensure adequate absorption of drug. The patient should be provided for the medication calendar.

- Duration of therapy- The pharmacist should encourage the patient to continue taking the medicine for the prescribed duration of the treatment. He should explain that the course of treatment must be completed to achieve best results.

- Storage of drugs- The pharmacist should instruct the patient regarding storage of drugs, those these are labeled on the container. The patient should advise to store the drugs in a separate cabinet where children will not reach.

- Adverse effects of drugs- The patient should be informed about the adverse effects of the drugs, but it not necessary to inform about all the side effects e.g .Headache. The patient should be informed of those side effects which will allay fears and help him to avoid injury to himself e.g. change in color of urine, drowsiness.

- Restrictions- The patient should be informed well that he should avoid certain drugs and foods during the therapy.

E.g. Restriction of tyramine containing food in patients on MAO inhibitor therapy

- Allergic reactions- Before dispensing the drugs like penicillin or sulphonamide , the pharmacist should ask the patient about his allergic reactions in the past. It helps in avoid in further complications of treatment.

- Removal of drug from package- The patient is not familiar with the packing of the product, as the pharmacist. Hence, the pharmacist should demonstrate the method of removal of drug from the package to the patient so that he can handle it properly.

- Refill information- The pharmacist should inform the patient verbally, whether the prescription is refillable, or not. If it is, then for how many times it may be refilled and length of time during which it may be refilled. If it is not refillable, he should be instructed such, so that he may contact the physician for the same drug if needed.

Stage 3-Conclusion(Mohiuddin A.K. (2018)

Communication skills of pharmacists can facilitate formation of trusting relationships

with patients. An effective communication process can optimize the chance that patients will make informed decisions, use medications properly, and meet therapeutic goals. For this purpose the pharmacist must-

- Use simple language that patient understands
- Use open ended questions
- Use appropriate counseling aids

Significance of Patient Counseling (Raje, V.N. 2018).

1. It ensures safe use and proper storage of medicines.
2. Medication errors are minimized.
3. Because of adequate information given by pharmacist leads to success of therapy.
4. Patient counseling helps in mentioning the role of pharmacist and services given by pharmacy department to the community.
5. Patient counseling helps in building the prestige and image of hospital.

Conclusion

Clinical pharmacist plays important role in patient counseling. Patient counseling helps in minimizing medication errors reduces drug -drug interactions, adverse drug reactions. Patient counseling improves patient compliance towards drug therapy. Pharmacists or other health professionals are the core of patient counseling process. as today's doctors are busy enough to give adequate time to educate patients about their health and disease progression and compliance .A compliant patient with sufficient knowledge regarding disease, medication and lifestyle modification is a long way to go. Pharmacists have to play versatile role from prescribing to compliance. A proper patient counseling leads to improve patient compliance and hence the therapeutic outcomes and quality of life.

Conflict of interest

The authors declare no conflicts of interest.

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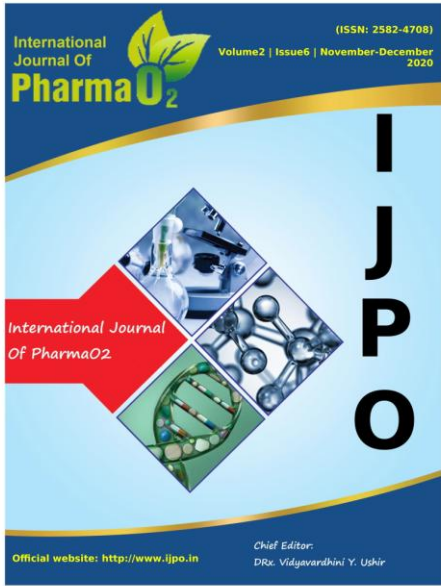
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