

Development of Multimedia Teaching Material for Pharmacy Education: Communication Skills for Pharmacists

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Intention of its development

Until very recent times, pharmacy education in Japan has placed a very biased emphasis on scientific curricula, but has neglected social studies that are very important for effectively communicating with patients, doctors, and other medical professionals. Students are well prepared for clinical pharmacy practice, however, increasing number of students lacked the objective of becoming well rounded pharmacists. Thus, fundamental qualification of pharmacists has been questioned, and we had to develop and propose a multimedia teaching material and programs for pharmacy students to communicate more effectively.

Constitution of the material

The material consists of 3 parts, (1) Overview, (2) Basic Skills and (3) In Practice (Figure 1). The "Overview" part includes the basic skills for communication and patient counseling, and the lists of References and the related Web links. In the "Basic Skills" part, the effective methods for good personal appearance, mental attitude and speaking in the clinical settings are shown. The "In Practice" part has the role-play scenario for the pharmacy practice in community pharmacy and home care settings. Students can learn how to deal with patients through many type of scene by active-movies (Figure 2).

Figure 1, Contents of the material

薬剤師のためのコミュニケーションスキル - 実践編 -

目次 概要 基礎編 実践編

窓口編-薬局窓口での服薬指導- | 在宅編|その他 |

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窓口編-Step3-

Step1 (自己紹介)

Step2

わかりにくい説明をした例

Step3

問題点を発見できなかった例

Step4

薬剤師の勉強不足の例

Step5

薬剤師が感情的になった例

Step6

服薬方法の確認 ⇒ コンプライアンスの確認
⇒ 薬効についての確認

解説

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Figure 2, Practice scene with active-movie

Results

As the results of using this material, it was discovered that many pharmacy students indeed, lacked communication skills during practice, however after numerous discussions on the multimedia materials and the practice of interchanging role-play can greatly improve fundamental qualification of pharmacists.