

Course Unit	Communication and Information in Pharmacy		Field of study	Biomathematics, Biostatistics and Bioinformatics/Human and Social Sciences						
	Counseling and Information on Pharmacy		School	School of Health						
Academic Year	2014/2015	Year of study	1	Level	ECTS credits 10.0					
Type	Semestral	Semester	1	Code	3238-493-1102-00-14					
Workload (hours)	270	Contact hours	T -	TP 60	PL -	TC -	S -	E -	OT -	O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Isabel Cristina Jornalo Freire Pinto

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Play a role in health education from the user, family and the general public; Understand and appreciate their professional role in primary prevention, secondary and tertiary;
2. Understanding the communication effectiveness of its technical function; Identify and apply the skills in communication; Mobilize interpersonal communication skills and customer service.
3. Identify and list the key concepts in the management of information
4. Identify and characterize the needs of information management in health facilities; Define and develop information strategies for healthcare facilities.
5. Identify and list the key concepts in the field of research, production and dissemination of information;
6. Developing strategies for storage, search, retrieval and analysis of information; Recognize, select and evaluate information sources.
7. Recognize and understand the social, professional and scientific, the use of Information Technologies to support communication and transmission of knowledge
8. Apply information technology as tools to support the development of activities and collaboration in achieving teamwork

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

COMMUNICATION: The Importance of Communication in Pharmacy - From the biomedical model to the biopsychosocial model, models of communication, Communication, communication with the patient; Technical assistance / counseling; Dealing with difficult communications; Conflict; Communication with other health professionals. **MANAGEMENT INFORMATION IN PHARMACY:** Information Management Research and Information Retrieval, Knowledge Management, Information Management Applied Pharmacy

Course contents (extended version)

1. Chapter I - COMMUNICATION
2. The Importance of Communication in Pharmacy - From the biomedical model to the biopsychosocial model
3. Models of Communication
4. Communication
 - Verbal and non-verbal Communication
 - Communication Styles
5. Communication with the patient
 - The patient - defining roles
 - The relationship health professional / patient: the model of Ley
 - Therapeutic adherence
6. Technical assistance / advice
7. Dealing with difficult communications
8. Conflicts
 - Types of conflicts and resolution strategies
 - The mediation
 - Dealing with complaints
9. Communication with other health professionals
10. Chapter II - MANAGEMENT INFORMATION IN PHARMACY
11. Information Management
 - Process Management Information
 - Values and benefits of Information Management
 - Management Strategies for Information
 - Information Security
 - Information Management and Technology
 - Information Asymmetry
12. Search and Information Retrieval
 - Sources of Information
 - Search for information
13. Knowledge Management
 - The importance of knowledge
 - Characterization and Processes
 - Conceptual Maps
 - Ontologies
 - Organizational Learning
14. Information Management Applied Pharmacy
 - Collaborative tools
 - Socio-technical Networks
 - The Virtual Organizations
 - The management of virtual organizations

Recommended reading

1. Aguiar, A. H. (2005). A farmácia e a comunicação. Lisboa. AJE Sociedade Editorial.
2. Fachada, M. O. (2000). Psicologia das relações interpessoais. 1º Volume. Lisboa. Rumo.
3. Fiske, J. (1993). Introdução ao estudo da comunicação. Porto. Edições ASA.
4. Choo, C. W. (2006). A Organização do Conhecimento. Como as organizações usam a informação para criar significado, construir conhecimento e tomar decisões. São Paulo: Editora Senac. ISBN: 85-7359-341-5.
5. Laudon, K. C. ; Laudon, J. P. (2002). Management Information Systems: Managing the digital firm. Seventh Edition - Prentice Hall. ISBN: 0-13-061960-4.

Teaching and learning methods

Expository, by promoting the critical spirit of students. Part of the class work on a system of distance education.

Assessment methods

- Portfolio - (Regular, Student Worker) (Final, Supplementary, Special)
- Portfolio - 100% (a) D.difficult communication situation in health b) R. difficult communication situation in pharmacy)

Language of instruction

Portuguese

Electronic validation

Isabel Cristina Jornalo Freire Pinto	Olívia Rodrigues Pereira	Maria Helena Pimentel
20-11-2014	21-11-2014	21-11-2014