

Course Unit	Communication and Counseling in Pharmacy		Field of study	Pharmacy	
Bachelor in	Pharmacy		School	School of Health	
Academic Year	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	2	Code	9549-644-2201-00-22
Workload (hours)	108	Contact hours	T -	TP 30	PL 15
			TC -	S -	E -
			OT 7,5	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) Eugenia Conceicao Morais dos Santos Baptista, Natalia Cordeiro Vara

Learning outcomes and competences

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

1. Identify the basics of communication in general. Identify the bases of behavior and interpersonal communication. List the various components of assertive behavior.
2. Recognize how and what to communicate in care. Characterize behaviors and attitudes conducive to the success of the sale. Know the steps of the consultative sale. Resorting to selling techniques.
3. Identify causes of customer complaint. The steps to take in resolving a complaint. Distinguish the benefits of functional conflict. Know the best strategies for conflict resolution.

Prerequisites

Not applicable

Course contents

- Communication in the context of health; - Build the relationship with the client; - Counseling in the context of health; - Conflict management; - Counseling flowcharts.

Course contents (extended version)

1. Communication in the context of health:
 - Basic communication skills.
 - Non-verbal communication: contributions to counseling.
 - Assertive and responsible communication.
 - Emotional responses in the client and health professional.
 - Development of communication and interview skills.
2. Build the relationship with the client (child, adult, elderly and families).
3. Counseling in the context of health:
 - Concept and importance of health counseling.
 - Usefulness of counseling in different health areas.
 - The clinical relationship in counseling, its skills and applications.
 - Counseling process and intervention modalities.
 - Effectiveness of counseling.
4. Conflict management:
 - Main causes of customer complaint.
 - Recognize complaints as facilitators of service improvement.
 - Steps to take in resolving a complaint.
 - Identify type and causes of team conflicts.
 - Distinguish the benefits of functional conflict.
5. Intervention flow charts.

Recommended reading

1. Pohjancksa, M. , Puumalainen, I. , & Airaksineen, M. (2012). Counselling, concordance and communication: innovative education for pharmacists. 2nd edition International Pharmaceutical Federation.
2. Schiavo, R. (2007). Health communication: from theory to practice. San Francisco CA: Jossey-Bass.
3. Trindade, I. & Teixeira, J. - (2000). Aconselhamento psicológico em contextos de saúde e doença - Intervenção privilegiada em psicologia da saúde. 1 (XVIII): 3-14.
4. Corney, R. (2000). O desenvolvimento das perícias de comunicação e aconselhamento em medicina. Lisboa: Climepsi Ed.

Teaching and learning methods

Exposition of the programmatic contents with the use of slides and explanatory schemes. Presentation and resolution of clinical cases in order to put into practice the knowledge acquired. Development of Roleplays to apply the knowledge acquired.

Assessment methods

1. Practical work (40%) and written test (60%) - (Regular, Student Worker) (Final)
2. Final exam (100%) - (Regular, Student Worker) (Supplementary, Special)
3. Final exam (100%) - (Student Worker) (Final)

Language of instruction

Portuguese

Electronic validation

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27-03-2023	27-03-2023	30-03-2023	11-04-2023