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FIP PRESS RELEASE

Polite Intervention

Improving Patient Outcomes by Pharmacist Intervention

Acknowledging the fact that it is very difficult to implement Pharmaceutical Care activities into everyday pharmacy practice, the FIP Community Pharmacy Section has chosen a practical approach to show pharmacists world-wide how they can become more involved in Pharmaceutical Care. In the first Continuing Professional Development session participants investigated the communication skills they require to tackle prescription interventions in the pharmacy

More than 300 pharmacists from 43 countries had pre-registered for the two-day programme, Dutch pharmacist Dick Tromp, chairman of the programme, reported. 'Pharmaceutical Care in disease management is quite a new concept, but diseases are not new and neither are patients,' Mr. Tromp said in his opening remarks. 'To practice pharmaceutical care requires competence, both in knowledge and professionally, but it also requires commitment'.

'There is too much politeness in the way pharmacists and physicians communicate,' said Dr. Bruce Lambert from the United States in his talk before the workshops. He continued to elaborate on positive and negative ways of being polite in order to make a recommendation or a report to a prescribing physician. 'If you want the doctor to feel powerful,' concluded Lambert, 'be polite.'

Ten interactive workshop sessions gave participants the chance to practice their communication skills in role-play situations involving telephone conversations with physicians. T-J Grainger-Rousseau, workshop leader, described the aims of the workshop as getting pharmacists to be able to make their point known to the physician and still remain polite, therefore remaining a position of professional respect.

'There is nothing new for me in communication skills, and I hope it is not new to most of the pharmacists here,' said workshop participant, André Gallopin of Switzerland, 'but it does form the basis of our work and we can always improve on what we are doing'.

During the next two FIP Congresses the Community Pharmacy Section will be continuing on the success of this year's Continuing Professional Development Programme by looking at managing interventions in Cairo in 1998 and monitoring outcomes in Barcelona in 1999. Already some pharmaceutical associations have offered continuing education credits to pharmacists who attend this programme.

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