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Introduction to Communication in Pharmacy

Experiment 1 - Practical Notes

Name: _____ Roll no.: _____ Date: _____

Aim

To distinguish verbal, non-verbal and written communication in pharmacy settings.

Principle

Effective communication gives accurate information in a form the recipient can understand and confirms that understanding. The message, channel, context and feedback all influence whether the purpose is achieved.

Requirements

- Three fictional situations: retail enquiry, ward handoff and academic notice.
- Pairs of students, observer worksheet and timer.

Procedure

1. Identify purpose

For each situation state who is communicating, what the recipient needs and the intended action.

2. Choose a channel

Select an appropriate spoken, written or combined channel. Discuss when written confirmation is useful.

3. Draft the message

Use plain words and a logical sequence: purpose, essential facts, action and clarification.

4. Demonstrate

Deliver a one-minute message. The observer records voice, posture, interruptions and ambiguous terms.

5. Confirm

Ask the receiver to explain the next action in their own words rather than only asking whether they understood.

6. Revise

Repeat after feedback and identify the most useful change.

Communication Skills

Observations and Record

Situation	Channel and purpose	Feedback / improvement
Retail enquiry	_____	_____
Ward handoff	_____	_____
Academic notice	_____	_____

Worked Example

The numbers below are illustrative; enter your own observations in the record.

- For a practical-class notice, "Bring your record book on Tuesday at 10 am to Lab 2" is more actionable than "Come prepared soon." Confirm that the recipient knows the place and time.

Result

Record the completed activity, the feedback received and one specific improvement demonstrated on a second attempt. Use the actual performance record rather than the worked illustration.

Precautions

- Use fictional cases and remove personal identifiers from every worksheet, recording or slide.
- Explain only the instructor-verified prescription or information supplied for the exercise. Refer uncertain clinical questions to the supervising pharmacist.
- Respect the participant's language, comfort and right to pause; obtain permission before recording.

Viva Questions and Answers**1. What is feedback?**

A response showing how the receiver interpreted the message.

2. Is non-verbal communication optional?

No. Posture, expression and tone accompany most spoken interactions.

3. Why identify the intended action first?

It helps select the facts and channel that the receiver actually needs.

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