



**UNIVERSITY OF KRAGUJEVAC
FACULTY OF MEDICAL SCIENCES**

**PHARMACY
INTEGRATED ACADEMIC STUDIES**

SECOND YEAR OF STUDY

**PHARMACEUTICAL
COMMUNICATION SKILLS**

2023/2024

Title of the course:

PHARMACEUTICAL COMMUNICATION SKILLS

This course is assigned 4 ECTS credits.

It consists of 3 active teaching hours per week: 1 teaching hour of lectures and 2 teaching hours of practical classes.

TEACHERS:

	Name and surname	E-mail	Title
1.	Tamara Nikolic Turnic*	tamara.nikolic@medf.kg.ac.rs	Associate professor
2.	Olivera Milovanovic	olivera.milovanovic@medf.kg.ac.rs	Associate professor
3.	Radisa Pavlovic	r.pavlovic2407@gmail.com	Assistant professor
4.	Milena Jurisevic	milena.jurisevic@medf.kg.ac.rs	Assistant professor
5.	Aleksandra Stojanovic	vranicaleksandra90@gmail.com	Assistant professor
6.	Marko Ravic	markoravic@hotmail.com	Assistant
7.	Katarina Djordjevic	kacka96kg@gmail.com	Assistant trainee
8.	Bozidar Pindovic	pindovic.bozidar@gmail.com	Assistant trainee
9.	Natasa Mijajlovic	nacakg@gmail.com	Assistant

*Head of Course

COURSE STRUCTURE:

Module No	Title	No of weeks	Hours of lectures per week	Hours of practical classes per week	Responsible teacher
1.	Basic Principles of Communication in Pharmaceutical Praxis	7	1	2	Tamara Nikolic Turnic
2.	Advanced Skills of Communication in Pharmaceutical Praxis	8	1	2	Tamara Nikolic Turnic
					Σ 15+30=45

LEARNING OUTCOMES OF COURSE UNIT

Knowledge about: Introduction to the basic principles of rational drug use, understanding the needs and perspectives of patients in order to provide advice to the patient to maintain health, as well as the proper use of drugs, which contributes to the improvement of rational pharmacotherapy; knowledge of the principles of critical evaluation of drug information in order to provide reliable, clear and understandable, evidence-based drug information; knowledge of the basic principles of drug-drug interactions, as well as drugs with food and herbal products; knowledge of adverse drug reactions; knowledge of the principles of critical assessment about the patient and the symptoms of the disease in order to provide advice to the patient for the prevention or treatment of the disease; knowledge of the basic principles of safe self-medication. Skills about: ability to recognize drug interactions, side-effects and toxicities; the skill of communication with colleagues and patients in order to gather the necessary information about the patient and the symptoms of the disease; the ability to recognize the symptoms of the disease and determine the degree of symptoms significance; the skill of choosing therapy based on reliable efficacy data; patient counseling skills; ability to rationally solve practical problems in the pharmaceutical industry.

GRADING:

Students should master the course by modules. The grade will be equivalent to the number of points achieved (see the tables). The points will be awarded according to the following scheme:

Module No	Title	Maximal No of points		
		Pre-exam	Exam	Σ
		Activities	Written exam	
1.	Basic Principles of Communication in Pharmaceutical Praxis	14	11	25
2.	Advanced Skills of Communication in Pharmaceutical Praxis	16	11	27
Σ		30	22	52

FINAL EXAM:

To pass this course, student must pass all modules.

To pass the module, the student must achieve more than 50% of the maximal number of points for the module, i.e. at least 15, 20, and 18 points for module 1, 2, and 3, respectively.

The final grade will be formed according to the following table:

Grading system		
Grade	Total No of points	Description
10	91-100	Excellent
9	81-90	Exceptionally good
8	71-80	Very good

7	61-70	Good
6	51-60	Passing
5	< 51	Failing

Literature

1. Berger BA. Communication skills for pharmacist: Building Relationships, Improving Patient Care. Published by American Pharmacists Association, 2005.
2. Galt K. Developing clinical practice skills for pharmacists. American Society of Health Systems / Pharmacists, 2006
3. Troy, B. David (editor). Remington: The Science and Practice of Pharmacy. Philadelphia: Lippincott Williams & Wilkins. 2006.
4. Malone P, Malone M, Park S. Drug Information: A Guide for Pharmacists, 6th Edition. McGraw Hill. 2017.
5. Hilal-Dandan R, Brunton L. Goodman and Gilman Manual of Pharmacology and Therapeutics, Second Edition, (Int'l Ed). McGraw Hill. 2014. Trevor A, Katzung B. Basic and Clinical Pharmacology, 15th Edition, International Edition. McGraw Hill. 2020.
6. Chisholm-Burns M, Schwinghammer T, Wells B, Malone P, Dipiro J, Kolesar J. Pharmacotherapy Principles and Practice, 4th Edition. McGraw Hill. 2016.

Schedule

Module 1:

BASIC PRINCIPLES OF COMMUNICATION IN PHARMACEUTICAL PRAXIS

COURSE UNIT 1 (WEEK 1):

Lectures: 1 hours	Practical classes: 2 hours
Rational drug prescribing. Stop-Start Toolkit Supporting Medication Review	Principles of critical appraisal of drug information in order to provide reliable, clear and comprehensible, scientifically evidence-based drug information.

COURSE UNIT 2 (WEEK 2):

Lectures: 1 hours	Practical classes: 2 hours
The role and responsibility of the pharmacist in the application and monitoring of the use of the drug according to the individual needs of the patient. A new method for improving the use of medicines: concordance, adherence in relation to compliance Beers Criteria for Potentially Inappropriate Use of Medicines in the Elderly.	Necessary information for therapy evaluation according to the individual needs of the patient - patient in focus. Good pharmacovigilance practice; Pharmaceutical Care ("Pharmaceutical Care")

COURSE UNIT 3 (WEEK 3):

Lectures: 1 hours	Practical classes: 2 hours
Communication with the patient and other healthcare professionals Concept and importance of integrated marketing communications.	Competences and frameworks of competences as an instrument of professional development of pharmacists.

COURSE UNIT 4 (WEEK 4):

Lectures: 1 hours	Practical classes: 2 hours
Patient counseling as an interactive process. Patients' rights and patients' rights charter; Protector of patients' rights in healthcare institutions. Scenario in the patient counseling process ("Patient Counseling Checklist") Digital communications	Exercises of communication with the patient - on the examples of the patient's case, students alternately play the roles of the patient and the pharmacist, according to the recommended scenario.

COURSE UNIT 5 (WEEK 5):

Lectures: 1 hours	Practical classes: 2 hours
Types of drug interactions. Interactions and side effects of herbal medicines.	Exercises of communication with the patient - on the examples of the patient's case, students alternately play the roles of the patient and the pharmacist, according to the recommended scenario to reduce/prevent adverse reaction.

COURSE UNIT 6 (WEEK 6):

Lectures: 1 hours	Practical classes: 2 hours
Telemedicine. Digital communication	Exercises of communication with the patient - on the examples of the patient's case, students alternately play the roles of the patient and the pharmacist, according to the recommended scenario regarding digital communication.

COURSE UNIT 7 (WEEK 7):

Lectures: 1 hours	Practical classes: 2 hours
Chronic Illness Patient Counseling Business Website	Counseling patients with chronic diseases - on the example of a patient case, students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist") Website elements, website development strategy, determination of Most Wanted Response (MWR);

Module 2:

ADVANCED SKILLS OF COMMUNICATION IN PHARMACEUTICAL PRAXIS

COURSE UNIT 8 (WEEK 8):

Lectures: 1 hours	Practical classes: 2 hours
Counseling patients with skin diseases. Site optimization for search engines - SEO (Search engine optimization)	Clinical case. Use of keywords, on-page site optimization, page description (Meta description)

COURSE UNIT 9 (WEEK 9):

Lectures: 1 hours	Practical classes: 2 hours
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Counseling patients with respiratory diseases.	Clinical case. Prevention and therapy of diseases of the respiratory tract - on the example of a patient case, students alternately play the roles of patient and pharmacist, according to the recommended scenario ("Patient Counseling Checklist")
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COURSE UNIT 10 (WEEK 10):

Lectures: 1 hours	Practical classes: 2 hours
Counseling patients with digestive diseases.	Clinical case. Prevention and therapy of diseases of the gastrointestinal tract - on the example of a patient case, students alternately play the roles of patient and pharmacist, according to the recommended scenario ("Patient Counseling Checklist")

COURSE UNIT 11 (WEEK 11):

Lectures: 1 hours	Practical classes: 2 hours
Counseling the patient in case of problems related to pain therapy. Approach to the patient with cancer pain	Counseling the patient in case of problems related to pain therapy - on the examples of the patient case, students alternately play the roles of patient and pharmacist, according to the recommended scenario ("Patient Counseling Checklist")

COURSE UNIT 12 (WEEK 12):

Lectures: 1 hours	Practical classes: 2 hours
Counseling a patient with impaired kidney function. Specificities of drug administration in patients on peritoneal dialysis	Counseling a patient with impaired kidney function - on the example of a patient case, students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist")

COURSE UNIT 13 (WEEK 13):

Lectures: 1 hours	Practical classes: 2 hours
Counseling a patient with serious and chronic disease.	Students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist")

COURSE UNIT 14 (WEEK 14):

Lectures: 1 hours	Practical classes: 2 hours
Counseling patients for the prevention of diseases of the cardiovascular system Hypertension and risk factors, ensuring appropriate therapy and outcomes	Students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist")

COURSE UNIT 15 (WEEK 15):

Lectures: 1 hours

Practical classes: 2 hours

Repetition and consolidation of previous material

Repetition and consolidation of previous material

Module 1:
BASIC PRINCIPLES OF COMMUNICATION IN PHARMACEUTICAL PRACTICE

Module	Week	Type	Title	Teacher
1 module	1	L	Rational drug prescribing. Stop-Start Toolkit Supporting Medication Review	Tamara Nikolic Turnic, <i>Lecturer</i>
		P	Principles of critical appraisal of drug information in order to provide reliable, clear and comprehensible, scientifically evidence-based drug information.	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	2	L	The role and responsibility of the pharmacist in the application and monitoring of the use of the drug according to the individual needs of the patient. A new method for improving the use of medicines: concordance, adherence in relation to compliance Beers Criteria for Potentially Inappropriate Use of Medicines in the Elderly.	Tamara Nikolic Turnic, <i>Lecturer</i>
		P	Necessary information for therapy evaluation according to the individual needs of the patient - patient in focus. Good pharmacovigilance practice; Pharmaceutical Care ("Pharmaceutical Care")	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	3	L	Communication with the patient and other healthcare professionals Concept and importance of integrated marketing communications.	Tamara Nikolic Turnic, <i>Lecturer</i>
		P	Competences and frameworks of competences as an instrument of professional development of pharmacists.	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	4	L	Patient counseling as an interactive process. Patients' rights and patients' rights charter; Protector of patients' rights in healthcare institutions. Scenario in the patient counseling process ("Patient Counseling Checklist") Digital communications	Tamara Nikolic Turnic, <i>Lecturer</i>
		P	Exercises of communication with the patient - on the examples of the patient's case, students alternately play the roles of the patient and the pharmacist, according to the recommended scenario.	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic

5	L	Types of drug interactions. Interactions and side effects of herbal medicines.	Tamara Nikolic Turnic, <i>Lecturer</i>
	P	Exercises of communication with the patient - on the examples of the patient's case, students alternately play the roles of the patient and the pharmacist, according to the recommended scenario to reduce/prevent adverse reaction.	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
6	L	Telemedicine. Digital communication	Radisa Pavlovic, <i>Lecturer</i>
	P	Exercises of communication with the patient - on the examples of the patient's case, students alternately play the roles of the patient and the pharmacist, according to the recommended scenario regarding digital communication.	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
7	L	Chronic Illness Patient Counseling Business Website	Radisa Pavlovic, <i>Lecturer</i>
	P	Counseling patients with chronic diseases - on the example of a patient case, students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist") Website elements, website development strategy, determination of Most Wanted Response (MWR);	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
E		WRITTEN EXAM 1	

Module 2:
ADVANCED SKILLS OF COMMUNICATION IN PHARMACEUTICAL PRACTICE

Module	Week	Type	Title	Teacher
2 module	8	L	Counseling patients with skin diseases. Site optimization for search engines - SEO (Search engine optimization)	Milena Jurisevic, <i>Lecturer</i>
		P	Clinical case. Use of keywords, on-page site optimization, page description (Meta description)	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	9	L	Counseling patients with respiratory diseases.	Olivera Milovanovic, <i>Lecturer</i>
		P	Clinical case. Prevention and therapy of diseases of the respiratory tract - on the example of a patient case, students alternately play the roles of patient and pharmacist, according to the recommended scenario ("Patient Counseling Checklist")	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	10	L	Counseling patients with digestive diseases.	Olivera Milovanovic, <i>Lecturer</i>
		P	Clinical case. Prevention and therapy of diseases of the gastrointestinal tract - on the example of a patient case, students alternately play the roles of patient and pharmacist, according to the recommended scenario ("Patient Counseling Checklist")	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	11	L	Counseling the patient in case of problems related to pain therapy. Approach to the patient with cancer pain	Aleksandra Stojanovic, <i>Lecturer</i>
		P	Counseling the patient in case of problems related to pain therapy. Approach to the patient with cancer pain	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	12	L	Counseling a patient with impaired kidney function. Specificities of drug administration in patients on peritoneal dialysis	Aleksandra Stojanovic, <i>Lecturer</i>
		P	Counseling a patient with impaired kidney function - on the example of a patient case, students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist")	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic

		Checklist")	
	13	L Counseling a patient with serious and chronic disease.	Aleksandra Stojanovic, <i>Lecturer</i>
		P Students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist")	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	14	L Counseling patients for the prevention of diseases of the cardiovascular system Hypertension and risk factors, ensuring appropriate therapy and outcomes	Milena Jurisevic, <i>Lecturer</i>
		P Students alternately play the roles of a patient and a pharmacist, according to the recommended scenario ("Patient Counseling Checklist")	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
	15	L Repetition and consolidation of previous material	Tamara Nikolic Turnic, <i>Lecturer</i>
		P Repetition and consolidation of previous material	Marko Ravic Aleksandra Stojanovic Natasa Mijailovic Katarina Djordjevic Bozidar Pindovic
E		WRITTEN EXAM 2	

L-lectures; P – Practical classes, E-exam

