

2023/2024. ACADEMIC YEAR
PROGRAM OF STUDY (For students of 5th year)

Full name of the subject: Gyógyszerészi kommunikáció és integrált tanácsadás							
Program: undivided program (pharmaceutical)							
Schedule: Full-time							
Short name of the subject: Pharmaceutical Communication							
English name of the subject: Pharmaceutical Communication and Integrated Consulting							
German name of the subject: Pharmazeutische Betreuung (Vorlesung+Praktikum)							
Neptun code of the subject: GYKMAG098G1A							
Type of registration: <u>obligatory</u> /obligatory elective/elective/criteria requirement							
Responsible Department: : Institute of Behavioural Sciences of Semmelweis University							
Responsible tutor: Dr. Pilling János Contact information: Phone: +36 (1) 2102930/56457 E-Mail: pilling.janos@med.semmelweis-univ.hu				Title, academic degree: Ph.D., Associate professor			
Name of the persons responsible for the teaching of the subject: Zsófia Hídvégi Karolina Szabó				Title, academic degree: psychologist, assigned lecturer psychologist, assigned lecturer			
Classes per week: 1 lecture(s) 2 practice(s)				Credit point(s): 2			
Professional content, the intent of acquirement, and its function in order to implement the goals of the program: <ul style="list-style-type: none">to teach basic skills to improve pharmacists' communicational techniques of information gathering, active listening, and patient educationimproving skills, which can help to handle difficult communicational situations, such as coping with angry, aggressive patients, intimate questions, etc.to teach and practice communication techniques that can improve the success of pharmaceutical work, i.e. team, marketing, and assertive communication							
Short description of the subject: <p>The education will be interactive and practical. In the first part of the semester, students will get familiar with the basic concepts of pharmaceutical communication with a special focus on information delivery, patient education, active listening, and empathy. Risk communication and shared decision-making will be also covered, such as improving compliance and promoting lifestyle changes. The second part of the semester will cover the possible coping strategies with communicational challenges in pharmaceutical practice such as handling tense, hostile patients, communication about intimate topics (menstruation, sexuality, stigmatizing disorders etc.), and communication with patients from different age groups. Students will learn communicational techniques to handle patients with mental health disorders such as anxiety, depression, suicidal ideation, alcohol/drug addiction, and psychosis. At the end of the semester marketing communication skills and team communication techniques will be the main focus of the seminars.</p>							
Course data							
Recommen- n-ded term	Contact hours (lecture)	Contact hours (practic e)	Contact hours (seminar)	Indivi dual lectur es	Total number of contact hours/sem es-ter	Normal course offer	Consulta tions
9	10	20	--	---	30	<u>Autumn semester*</u> Spring semester* Both semesters* (* Please underline)	

Program of semester**

Topics of theoretical classes (pro week):

1. week: Role of communication in pharmaceutical practice. Active listening and empathy.
2. week: Communication difficulties and possible solutions for patient education. Possibilities of improving health literacy.
3. week: Communication about the risks of the treatment. Shared decision-making. Communicational questions of patient safety.
4. week: Improving patient adherence and promoting lifestyle changes in the pharmacy.
5. week: The specialties of age and gender in pharmaceutical communication. Communication about intimate questions.
6. week: Team communication. Assertive communication
7. week: Communication with tense, hostile people, strategies to prevent violence. Handling complaints and patient claims.
8. week: Communication: mental health disorders - anxiety, depression, crisis
9. week: The pharmacist's cultural competencies.
10. week: Possibilities of marketing communication in pharmaceutical practice.

Topics of practical classes (pro week):

1. week: Role of communication in pharmaceutical practice. Active listening and empathy. Verbal and non-verbal communication.
2. week: Communication difficulties and possible solutions of patient education. Possibilities of improving health literacy
3. week: Communication about the risks of the treatment. Shared decision-making. Communicational questions of patient safety.
4. week: Improving patient adherence and promoting lifestyle changes in the pharmacy.
5. week: The specialties of age and gender in pharmaceutical communication. Communication about intimate questions.
6. week: Team communication. Assertive communication
7. week: Communication with tense, hostile people, strategies to prevent violence. Handling complaints and patient's claims.
8. week: Communication: mental health disorders - anxiety, depression, crisis
9. week: Pharmacist's cultural competences
10. week: Written exam

Schedule of consultations:

Seminars will ensure the possibility of ongoing consultation with the seminar leader.

Course requirements

Prerequisites:

Pharmacology and Toxicology II. GYGYHHATE2A
Pharmacy Administration I. GYEGYGIMG1A

Conditions of attending the classes, amount of acceptable absents, way of presentation of leave, opportunity for makeup:

Participation at minimum 75% of the practice seminars is the prerequisite of the signature. Makeup is possible in another seminar group the same week based on a previous agreement with the seminar lecturers.

The grading method; the conditions for getting the signature; the number, topic(s) and date(s) of the mid-term assessments, (reports, term tests), and the process in which they contribute to the final grade; and the possibility of their retake or their upgrading retake (as provided in §§ 25-28 of the STUDY AND EXAMINATION REGULATIONS):

Regular attendance for signature. (at least 75% of the total number of practicals in the course)

Number, topics and dates of tests during the semester, opportunities of makeup and improvement of results:

The final grade will be created as follows. A maximum of 100 points is available:

1. Points earned in lectures: 10 points
2. Presentation in the seminar: 30 points
3. Written exam: 60 points

Evaluation:

Excellent (5): 80-100 points

Good (4): 70-79 points

Satisfactory (3): 60-69 points

Pass (2): 50-59 points

Fail (1): Below 50 points

1. Points earned at lectures: At the end of the lecture, the student answers the question related to the topic presented at the lecture on a paper basis. You can get 0 or 1 point for the answer.
2. Presentation:: The student gives a 5-10 minute presentation about a specific topic related to the course. Students agree with the seminar teachers at the beginning of the practical classes on which topics they create professional content and perform a presentation. A maximum of 30 points is available.
3. Topics of the exam: the required literature of the course, as well as the materials of the lectures and seminars. A maximum of 60 points is available.

If the student does not reach 50% (30 points) in the exam, the points obtained in the lecture and the points obtained in the seminar presentation cannot be added to the score obtained in the exam paper, in this case, the exam paper must be repeated.

If the exam is unsuccessful or the student does not appear for it, it is possible to make it up once. The exam will take place in the last week of the seminars. A retake exam will be held during the exam period.

In the case that the student does not have a successful written exam by the end of the semester, but the number of absences does not exceed 25%, and the seminar presentation has been accepted, the course can be taken up later as a CV course (therefore, there is no need to attend the seminars, the exam should be repeated).

Requirements of signature(as provided for in STUDY AND EXAMINATION REGULATIONS § 29):

- participation in at least 75% of the seminars
- accepted seminar presentation
- passing the written exam (at least 50%)

Number and type of projects students have to perform independently during the semester and their deadlines:

Students have to prepare and perform a 10 minutes presentation on an agreed topic. In the presentation they have to show the capacity to prepare individual work based on agreed literature, show that they are able to synthesize and use the knowledge gained during the course and demonstrate presentation skills. The presentation slides have to be uploaded to Moodle before the presentation deadline. Deadlines will be discussed in the seminars at the beginning of the semester.

Type of the semester-end examination: signature/practical grade/semi-final/final

Examination requirements:---

Form of the semester-end examination: written*/oral*/ <u>combined examination</u> /practical examination/the assessment of completing project work (according to STUDY AND EXAMINATION REGULATIONS 30.§)* (* Please underline)
Prescribed practices outside of the university: -
The possibility and conditions for offering grades: ---
<p>A list of the basic notes, textbooks, resources and literature that can be used to acquire the knowledge necessary to master the curriculum and to complete the assessments, <u>***</u> with exact description about which of them is required to acquire which part of the syllabus (e.g. description based on topics)), as well as the main technical and other aids and study aids that can be used:</p> <p>Required material:</p> <ul style="list-style-type: none"> • Pilling, János: Medical Communication in practice. Medicina, Budapest, 2020. • Beardsley, RS. – Skrabal, MZ. – Kimberlin, CL: Communication Skills in Pharmacy Practice. Wolters Kluwer. Seventh edition. 2020.
Necessary equipment: ---
The course description was prepared by: : Dr. Mónika Ditta Tóth, Kinga Babonits-Farkas, Dr. Orsolya Szépe