

**2024/2025. 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 Kommunikation und integrierte Beratung	
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. János Pilling Contact information: Phone: +36 (1) 2102930/56457 E-Mail: pilling.janos@semmelweis.hu	Title, academic degree: Ph.D., Associate professor
Name of the persons responsible for teaching the subject: <ul style="list-style-type: none"> • Bence Döbrössy • Karolina Szabó • Petra Bialkó-Marol • Dr. Edmond Girasek 	Title, academic degree: <ul style="list-style-type: none"> • Assistant lecturer • Psychologist, assigned lecturer • Communications and media specialist, PhD student • Assistant professor, PhD
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:	
<p>An essential element of effective pharmaceutical work is proper communication. The teaching of the subject Pharmaceutical Communication has three main objectives:</p> <ul style="list-style-type: none"> • Developing communication skills that can enhance the fundamental communication tasks of pharmacists: actively listening to colleagues, patients, and clients, providing information, and promoting the application of effective conflict resolution methods. • Practicing the learned communication methods and techniques through scenarios and case studies that help students experience and develop their own communication skills both in professional practice and everyday life. • Learning and practicing the most basic written and oral communication rules necessary for professional life, such as preparing a professional resume and cover letter. 	
Short description of the subject:	
<p>In the first part of the course, students become acquainted with the basic concepts of pharmaceutical communication. They practice communication methods such as information delivery, patient education, active listening, and empathy. They learn about risk communication and shared decision-making methods and acquire skills that promote better adherence to medication and lifestyle changes.</p> <p>The middle part of the course focuses on addressing challenging communication situations in pharmaceutical practice, with special emphasis on techniques for managing tensions within the team and with clients. It covers communication about intimate topics (such as menstruation, sexuality, and stigmatizing diseases), age-specific aspects of pharmaceutical communication, and communication with patients suffering from mental disorders (such as those who are anxious, depressed, collecting medication for a suicide attempt, substance abusers - drug-dependent, alcoholic, drug-addicted - as well as those who are psychotic, e.g., expressing delusions, hallucinating).</p>	

In the final section of the course, students participate in field practice and then discuss their experiences with their instructors and fellow students. In this concluding phase, students are also introduced to basic marketing communication knowledge. The semester concludes with a written final exam.

Information regarding the course for the given semester

Recommended term	Contact hours (lecture)	Contact hours (practice)	Contact hours (seminar)	Individual lectures	Total number of contact hours/semester	Normal course offer	Consultations
9 th semester	10	20	--	---	30	<u>Autumn semester*</u> Spring semester* Both semesters* (* Please underline)	

Program of the semester**

Topics of theoretical classes (pro week):

5. week: The role of communication in pharmaceutical work. The importance of active listening and empathy in the pharmacist's work.
6. week: Communication challenges in patient education and their solutions. Opportunities for improving health literacy.
7. week: Communicating the risks of medication use. Shared decision-making. Communication issues related to patient safety.
8. week: Opportunities to improve therapeutic adherence and support lifestyle changes in the pharmacy.
9. week: Age and gender-specific aspects of pharmaceutical communication. Communication about intimate issues.
10. week: Organizational communication. Communication within the pharmacy team. Marketing communication opportunities in pharmaceutical practice.
11. week: Dealing with tense and angry individuals. Handling complaints and claims.
12. week: Communicating with people suffering from mental disorders I: anxiety disorders, depression, crisis situations.
13. week: Communicating with people suffering from mental disorders II: substance abuse, psychotic disorders.
14. week: Final exam

Topics of practical classes (pro week):

5. week: The role of communication in pharmaceutical work. Communication challenges in patient education and their solutions. Opportunities for improving health literacy.
6. week: Communicating the risks of medication use. Shared decision-making. Communication issues related to patient safety.
7. week: Opportunities to improve therapeutic adherence and support lifestyle changes in the pharmacy.
8. week: Age and gender-specific aspects of pharmaceutical communication. Communication about intimate issues.
9. week: Communication within the pharmacy team.
10. week: Dealing with tense and angry individuals. Handling complaints and grievances.
11. week: Communicating with people suffering from mental disorders I: anxiety disorders, depression, crisis situations, substance abuse, and psychotic disorders.
12. week: Marketing communication opportunities in pharmaceutical practice.
13. week: Report on field practices.
14. week: Report on field practices.

<p>Other subjects related to the interdisciplinary issues of the given course (including both compulsory and elective courses). Possible thematic overlaps: Pharmaceutical Care</p>
<p>Schedule of consultations: The interactive practical sessions provide continuous opportunities for consultation. Between contact hours, students can meet with their instructors during the pre-announced consultation times.</p>
<p>Course requirements</p>
<p>Prerequisites: Pharmacology and Toxicology II. GYGYHHATE2A Pharmacy Administration I. GYEGYGIMG1A</p>
<p>Conditions of attending the classes, amount of acceptable absents, way of presentation of leave, opportunity for makeup: The participation at a minimum of 75% of the practices is the prerequisite of the signature. In case of absence, the student may make up the missed class only in another group's session covering the same topic, but only with the prior agreement and permission of the lecturer.</p>
<p>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):</p>
<p>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. Field practice report (in the form of a presentation): 30 points 3. Written exam: 60 points</p> <p>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</p> <p>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. Field Practice Report: The student will present a report in the form of a 5-10 minute presentation on their field practice experiences, demonstrating how the communication methods taught in the course are applied in everyday pharmaceutical practice. Evaluation will consider both the professional content and the execution of the presentation. The deadline for submitting the field practice report, as well as the content and format requirements, will be discussed during the first session of the semester. A maximum of 30 points can be earned. 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.</p> <p>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 final exam is unsuccessful, or if the student does not appear for it, or if the student wishes to improve their grade, they have up to two opportunities to retake or improve it. This must be done by the end of the first week of the exam period following the given semester, and only during the previously announced dates.</p> <p>If a student does not have a successful final exam result by the end of the first week of the exam period for the semester, but their practical absences do not exceed 25% and their field practice report has been accepted, they will only need to retake the final exam to successfully complete the course when re-enrolling. They will not need to attend the contact hours again.</p>
<p>Requirements of signature (as provided for in STUDY AND EXAMINATION REGULATIONS § 29):</p>

<ul style="list-style-type: none"> - participation in at least 75% of the seminars - presentation of the field practice report at an appropriate standard - passing the written exam (at least 50%)
<p>Number and type of projects students have to perform independently during the semester and their deadlines:</p> <p>During the semester, students are required to participate in field practice as an individual task and to deliver an oral presentation on their experiences. The student will observe how the communication methods taught in the course are applied in everyday pharmaceutical practice at a pharmacy, and then present a 5-10 minute presentation during the seminar, integrating their theoretical knowledge with practical experience. The report must be uploaded in advance to the Moodle platform. The deadline for submitting the field practice report, along with the content and formatting requirements, will be discussed at the beginning of the semester.</p>
<p>Type of the semester-end examination: signature/<u>practical grade</u>/semi-final/final</p> <p>Examination requirements:---</p>
<p>Form of the semester-end examination: written*/oral*/<u>combined examination</u>/<u>practical examination</u>/<u>the assessment of completing project work (according to STUDY AND EXAMINATION REGULATIONS 30.§)</u>* (* Please underline)</p> <p>Exam Requirements (list of topics, test subjects, mandatory parameters, diagrams, concepts, calculations, practical skills, and project task topics recognized as exams, including criteria for completion and evaluation): ---</p>
<p>The possibility and conditions for offering grades: ---</p>
<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, 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. designated chapters: 2-6, 8, 12-14. • Beardsley, RS. – Skrabal, MZ. – Kimberlin, CL: Communication Skills in Pharmacy Practice. Wolters Kluwer. Seventh edition. 2020. • Materials from lectures and practical sessions available on the course Moodle page
<p>For multi-semester courses, the stance of the educational-research organizational unit on the possibility of parallel enrollment and the conditions for approval: --- yes*/no*/<u>individual assessment</u>* (* Please underline the appropriate option)</p>
<p>The course description was prepared by: Dr. Orsolya Szépe, Petra Bialkó-Marol, Dr. János Pilling</p>

**** The course syllabus should be defined in such a way that it allows for credit recognition decisions at other institutions. It should include a description of the knowledge to be acquired, the application skills (sub-skills), competencies, and attitudes to be developed, while reflecting the program's educational and outcome requirements.**