

Pharmaceutical care delivery and patients' rights for proper counseling and service

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INTRODUCTION:

The clinical role of the pharmacist involves an effective informative counseling with the community pharmacy visitor. It has been suggested that the identified challenges to engage pharmacy customers in effective communication at the counter entailed a new and extended role for pharmacists in the health care system. The role of pharmacists in the health-care system has tremendously evolved and the profession is no longer product-centered, but it became widely patient-centered.

DATA ANALYSIS:

A thematic analysis approach was applied in this study and a Microsoft Excel 2013 was used for data analysis. Responses in English were encoded and the Arabic responses were translated into English by one of the researchers and revised by another two researchers then the responses were added to the original English responses to generate a complete thematic framework that integrated all the findings.

RESULTS:

The response was quite reasonable as 362 participants responded by completing the questionnaire within the period specified.

Table 1. Demographic characteristics of participants.

Characteristics	Frequency (%) N=362
Gender	
Male	48 (13.3%)
Female	314 (86.7%)
Age	
17-24	238 (65.8 %)
25-39	58 (16%)
40-59	61 (16.9%)
60 and above	5 (1.4%)
Ethnicity	
Arab	354 (97.8%)
Non-Arab	8 (2.2%)
Marital Status	
Married with no children	85 (23.5%)
Married with children	38 (10.5%)
Single	234 (64.6%)
Divorced	5 (1.4%)
Children number	
1	22 (6.07%)
2	24 (6.6%)
3	41 (11.3%)
4	24 (6.6%)
Above 4	13 (3.6%)
Profession	
Student	189 (52.2%)
Health care practitioner	57 (15.7%)
Others	116 (32%)

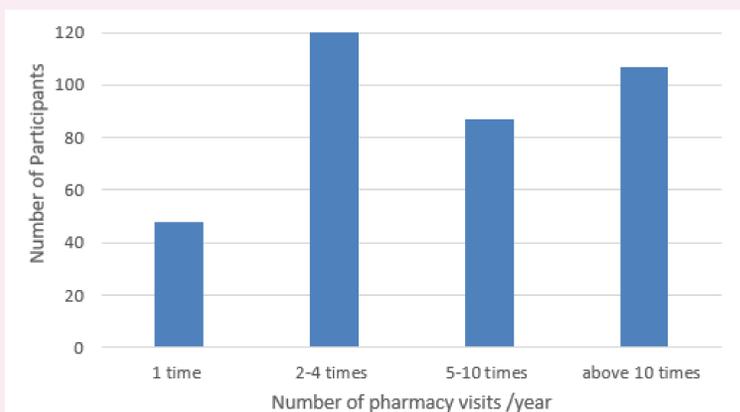


Fig.1. Number of participants' visits to the community pharmacy per year.

CONCLUSION:

In UAE, the usual practice in most community pharmacies is product-centered rather than patient-centered and it has been suggested that patient's satisfaction with community pharmacy services is greatly influenced by such a perception. Therefore, the challenge facing both the pharmacist and managers of community pharmacies is to recognize and distinguish between what patients want and what responsible pharmaceutical care warrant they should receive. Respondents in the present study seem to be aware of what they need as a large number of them recommended that "The pharmacist should engage more in the pharmaceutical care process" and "should share his/her knowledge with the patient .

REFERENCES:

- Kaae S, Traulsen JM, StigNørgaard L. Challenges to counseling customers at the pharmacy counter— Why do they exist? Research in Social and Administrative Pharmacy, 2012, 8 (3):253-257. Doi: org/10.1016/j.sapharm.2011.05.002Get rights and content.
- Dang BN, Westbrook RA, Black WC, Rodriguez-Barradas MC, Giordano TP. Examining the link between patient satisfaction and adherence to HIV care: A structural equation model. PLoS One 2013; 8:e54729.

OBJECTIVES:

The present study aims to explore consumers' perceptions regarding the pharmaceutical care that community pharmacists in United Arab Emirates provide.

METHOD:

An anonymous questionnaire with closed ended questions was designed and written in both English and Arabic. The questionnaire was pre-piloted for face validity by distributing it to six non-health administrators at the University of Sharjah.

Table 2. Responses of participants to questions on whether they seek information when purchasing a device or a prescription drug.

Question	Frequency (%) - N=362		
	Yes	No	Sometimes
Do you ask the pharmacist about how to use special devices?	129 (35.6%)	126 (34.8%)	107 (29.6%)
Do you usually ask the pharmacist about the indications of your prescribed drug?	149 (41.2%)	125 (34.5%)	88 (24.3%)
Do you ask about the side effects of the drug?	91 (25.1%)	180 (49.7%)	91 (25.1%)
Do you ask about the Dose of the drug?	278 (76.8%)	38 (10.5%)	46 (12.7%)
Do you ask about the frequency of doses and duration of therapy?	238 (65.7%)	80 (22.1%)	44 (12.2%)

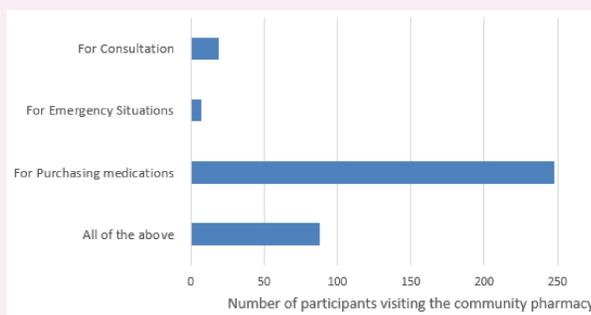


Fig. 2. Reasons of participants for visiting the community pharmacy.

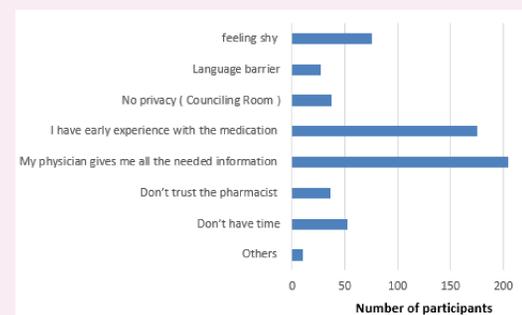


Fig.4. Reasons that prevent participants from asking the pharmacist about the medication.

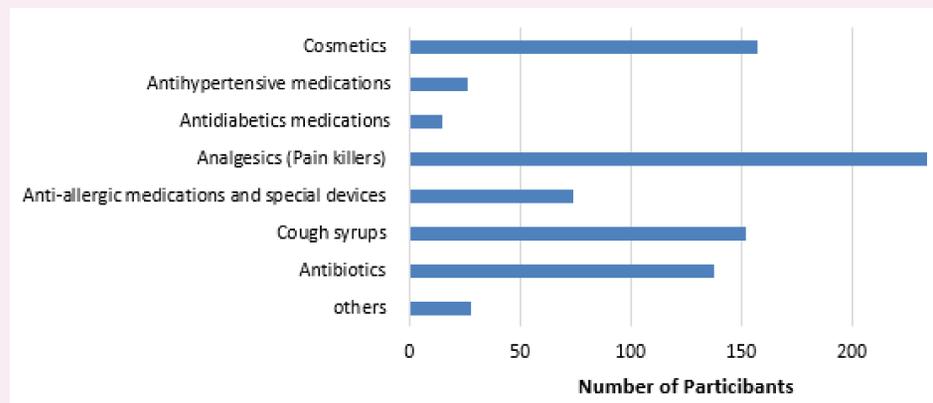


Fig.3.The most common types of pharmaceutical products/medications that participants usually purchase from the pharmacy.