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Evaluation and effect of patient counseling by Pharm D students in hospitals - a survey

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ABSTRACT

Patient understanding about the illness is very important role in management. Counseling makes the patient understand his/her illness, lifestyle modifications in better way and enhance patient compliance. The objective of the study is to find out the impact of Pharm D students in patient counseling and analyzing the effect of counseling enhances the patient care services or not. In this method, a set of self-designed questionnaire was prepared to evaluate the knowledge of patients regarding their disease, medications and lifestyle and a prospective survey was carried out using the information's gathered from Pharm D students in all pharmacy colleges in South India. The study provides the effect of counseling; counseling place, time, and counseling aids, language, disease conditions are collected and analyzed properly. Also patient response to the counseling was recorded. These collected data was subjected to proper statistical analysis and a total of 15 colleges with 72% female and 25% male Pharm D student's response were collected. The significance of the study was to identify the effect of patient counseling at bedside, discharge and their follow-up.

Keywords: Patient counseling; Pharm D students; Patient.

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INTRODUCTION

The patient counseling may be defined as providing medication information orally or in written form to the patients or their representative or provided proper directions of use, advice on side effects, storage, and diet and lifestyle modifications. The pharmacist has immense responsibility in counseling the patient with chronic illness. The counseling pharmacist

should possess adequate knowledge and should be an effective communicator, making use of the verbal and nonverbal communication skills. Pharmacist's responsibility is to optimize patient's medication therapy. Patient's medication discharge counseling provides an opportunity for pharmacists to improve patient's therapeutic outcomes.

The management of chronic illness needs lifestyle modifications and drug therapy for a long period. Patient understanding regarding the illness play a very important role in the management. Patient counseling makes the patient understand his/her illness, necessary lifestyle modifications in a better way and thus enhance patient compliance. The patients understanding of disease is enriched by counseling along with that it also improves medication adherence. Effective patient counseling aims at reducing the incidence of adverse effects and unnecessary healthcare costs along with that it also improves professional rapport between the patient and the clinical pharmacist. Patient counseling should be done in a manner in which the patient is more comfortable and if necessary in local or personal language of the patient. Counseling should be done with respect to disease, medication chart and life style modification. Counseling should cover areas such as dose of medicines, proper route and frequency of medication, purpose of medication along with side effects, special activities needed to be avoided and other warnings.

METHOD

This study was a prospective study which was conducted over a period of 1 month by using the information gathered from Pharm D students in 15 pharmacy colleges in South India and was analyzed. The duration of the study was 1 month, in October 2018. Inclusion criteria for counselor were students studying in IIIrd, IVth, Vth, VIth Pharm D, Ist and IInd Pharm D PB and exclusion criteria were students studying in Ist and IInd Pharm D and other pharmacy batches.

Study procedure: A total of 15 colleges in South India are used to collect response from the Pharm D students. Self-designed questionnaire was made to evaluate the effect of patient counseling. A set of 14 item web based questionnaire was developed and employed to collect data from Pharm D students at different colleges in South India. It was prepared in Google form and distributed through sending link to Pharm D students through social media.

Data collection: Data collection was done with the self-filled online forms. Data were collected during the month, September-October 2018. Willing participants were only chosen for study. Questionnaires were filled by 56 subjects. 50 responded to the questions. The study was descriptive and data was summarized as counts and percentages.

Table 1: Counselor details

Students	Number	Percentage
III Year Pharm D	17	34%
IV Year Pharm D	19	38%
V Year Pharm D	8	16%
VI Year Pharm D	3	6%
I Year Pharm D Pb	3	6%

RESULT

A total of 15 colleges Pharm D students response were collected. 80% (n=40) of patient counseling are conducted at the patient bed side, 18% (n=9) in counseling center and 2% (n=1) in both. Most of the counseling are done in 5-10min i.e., 56% (n=28). 90% (n=45) of patient counseling conducted at local language. 66% (n=33) use PIL for counselling. 42% (n=33) counseling is for lifestyle disorders. 43% (n=42) students document counseling and 48% (n=50) shows counseling is effective. About 22% (n=11) conduct counseling for 10-15mins and only 10% (n=5) counseling for above 15mins. 12% (n=6) use counseling aids like pamlets, 10% (n=5) use pictograms etc. 16% (n=10) counseling's are for CVS and hematological disorders, 14% (n=13) is for respiratory disorders etc. 84% (n=42) of the patient respond by asking doubts and 16% (n=8) by phone calls. 45% (n=44) of the students taking feedback from the patient and remaining 12% (n=6) doesn't. Mostly 60% (n=30) taking feedbacks by orally, 20% (n=10) by

open ended questions, 12% (n=6) by closed ended questions and 8% (n=4) by phone calls.

DISCUSSION

Patients require better patient counseling and pharmaceutical care to accomplish their therapeutic goals and improve health related quality of life. In this ever growing healthcare sector, the new and emerging Pharm D students are in a key position to provide better patient counseling as an intervention for the purpose of accomplishing the therapeutic goals which improves medication adherence and the quality of life in patients.

PLACE OF COUNSELLING

Figure 1: Among 50 responders 80 % (n=40) conduct counseling in patient bed side, 18 % (n=9) in counseling center and 2% (n=1) in both

This study shows the number of days the effect of patient counseling done by Pharm D students persists in patients. Pharm D students were from 6th year, 5th year, 4th year, 3rd year as well as from 1st Pharm D PB. The number of students was more from Pharm D 4th year when compared with other class of students. About 42% counseling is for lifestyle disorders, 14% for respiratory, 8% for infectious, 16% for CVS and hematological, 4% for GIT, 6% for autoimmune, 2% for liver, and 8% for CNS related.

Counseling aids for Patient counselling

Figure 2: Among 50 responders 66% (n=33) use PIL for counseling, 12% (n=6) use pamlets, 8% (n=4) use pictograms and 10% (n=5)

These are documented by 43%. 48% students opinion is counseling is effective. 84% of the patient respond by asking doubts and 45% of the students taking

Characteristics	Number	Percentage
Place of Counseling		
At the bed side	40	80%
At patient counseling center	9	18%
Others	1	2%
Time taken for counseling		
0-5min	6	12%
5-10min	28	56%
10-15min	11	22%
Above 15min	5	10%
Language for counseling		
Local language	45	90%
English	5	10%
Counseling aids		
Patient information leaflet	33	66%
Pam lets	6	12%
Diagrams and representations	4	8%
Pictograms	5	10%
Conditions for counseling		
CNS related	4	8%
CVS and hematological disorders	10	20%
Respiratory disorders	13	26%
Autoimmune disorders	5	10%
Infectious disorders	12	24%
Git disorders	9	18%
Liver disorders	7	14%
Lifestyle disorders	33	66%
Counseling documented or not		
Yes	42	84%
No	8	16%
Counseling effective or not		
Yes	50	100%
No	-	-
Response to counseling		
By asking back doubts by the patient	42	84%
Others	8	16%
Feedback of patient taken or not		
Yes	44	88%
No	6	12%
If yes, how?		
Open ended question	10	20%
Closed ended question	6	12%
By orally	30	60%
Phone call	4	8%

feedback from the patient. Patient's medication discharge counseling provides an opportunity for pharmacists to improve patients therapeutic outcomes. Patient tend to forget about what has been told to them during counseling and this may lead to patient not taking the medicines or improper way of taking medicines. Counseling done after every three days may improve patient's knowledge regarding medication, enhances patient compliance and provides the patient with sense of protection and wellbeing.

COUNSELLING LANGUAGE

Figure 3: Among 50 responders 90% (n=45) use local language for counseling and 10% (n=5) use English for counseling.

Counseling documented or not

Figure 4: Among 50 responders 84% (n=42) students document counseling and 16% (n=8) students not.

Conditions for counseling

Figure 5: Among 50 responders 66% (n=33) counseling are conducted for lifestyle disorders, 26% (n=13) for respiratory disorders, 24% (n=12) for infectious disease, 20% (n=10) for CVS and hematological, 18% (n=9) for GIT disorders, 14% (n=7) for liver disorders, 10% (n=5) for autoimmune diseases and 8% (n=4)

Another study evaluated the impact of pharmacist-provided counseling in terms of diabetic patients with hypertension understanding of their disease, drug therapy and Lifestyle changes i. e. disease management (blood sugar and blood pressure levels) and quality of life. A questionnaire with 18 knowledge questions and 7 attitude/practice questions was used to analyze the patient's knowledge, attitude and practice. The knowledge attitude and practice of the patients was assessed, where significant difference was observed between the pre counseling and post counseling mean knowledge scores of test group.

CONCLUSION

The study concludes that patient counseling done by Pharm D students affects the quality of life of patients and had a positive impact on patients. Furthermore, the knowledge of patients regarding their disease, medication and lifestyle showed a tremendous rise. Based on these findings, this study concludes that Pharm D students can improve quality of life of patients through patient counseling and patient counseling should be done on regular basis to achieve a therapeutic outcome, increase patient compliance and medication adherence.

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CONFLICTS OF INTEREST: None

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