

## PHRD 504 Advanced Communications

### I. Contact Information

Justin Sherman, Pharm.D.  
Bienville 109  
Campus phone: 342-3171  
Office hours: Mon-Thurs 9-11:30  
E-mail: [sherman@ulm.edu](mailto:sherman@ulm.edu)

### II. Course Prerequisites

Prerequisite: Successful completion of PHRD 454 Introduction to Communications

### III. Course Description

Application of techniques and strategies for patient-centered and colleague-centered communication with an emphasis is on skills that enable development and maintenance of constructive interpersonal relationships in a variety of pharmacy practice settings

### IV. Curricular Objectives and Outcomes

Upon successful completion of this course, the student should be able to:

#### ***Outcome: Provide Comprehensive Patient Specific Pharmaceutical Care***

#### **Competency: A. Evaluate the appropriateness of a given prescription or medication order based on patient and disease-specific factors**

Objectives:

- a. Analyze the prescription regarding the medication, dose, delivery form, and duration of use as being appropriate for the patient and disease state
- b. Collect patient-specific data regarding demographics, medical history, diagnosis, physical assessment, and medication history
- c. Conduct a patient/caregiver interview
- d. Establish a relationship with the patient/caregiver
- e. Determine the most appropriate method of communication
- f. Complete a structured medical history
- g. Identify and collect pertinent information from the medical chart, database, and/or the patient/caregiver interview
- h. Describe the organization of the patient chart in different practice settings
- i. Discuss rules and regulations concerning the use of medical charts in various practice settings (i.e., HIPAA)
- j. Recognize appropriate patient- and drug-specific factors that will impact the drug regimen
- k. Perform selected aspects of physical assessment in order to identify ongoing or potential medication-related problems and the root cause of the problems.
- l. Collaborate with other healthcare providers
- m. Analyze and interpret information gathered to identify any drug-related problem
- n. Assess the prescription for interaction potential, including interactions with other medications (both prescription and non-prescription), disease states, foods, and herbals
- o. Identify appropriate duration of therapy for that disease state

#### **Competency B. Evaluate each patient for self-treatment or referral**

Objectives:

- a. Identify patient signs and symptoms amenable to self-treatment and identify contraindications to self-treatment.
- b. Identify the nature of the problem via a medical interview, medication history, and limited physical exam

- c. Determine the appropriate action needed for the specific patient and their signs and symptoms. (Pharmacist work-up of drug therapy)
- d. Refer the patient to the appropriate medical provider or facility given the specific patient and problem presentation
- e. Appropriately match the severity of the problem with appropriate resources within the healthcare system
- f. Implement proper follow-up after the initial evaluation

**Competency C. Develop and implement an evidence-based care plan**

Objectives:

- a. Identify goals of therapy that are individualized to the patient
- b. Develop a plan of care that includes interventions to resolve drug therapy problems, achieve the goals of therapy, and prevent drug therapy problems
- c. Develop a schedule to follow-up and evaluate the effectiveness of outcomes from drug therapies and assess any adverse events experienced by the patient.
- d. Evaluate patient outcomes with respect to the achievement of goals of therapy, patient adherence, patient safety, and the development of new drug therapy problems

***Outcome: Communicate Effectively***

**Competency: A. Counsel and educate patients regarding medication use, disease-state management, and health maintenance**

Objectives:

- a. Assess the patient's level of literacy and health literacy
- b. Assess patients for physical/mental impairment impacting verbal and written communication processes
- c. Assess medical, disease-state knowledge, health knowledge, attitudes, and beliefs
- d. Identify educational needs relative to pharmaceutical care
- e. Identify educational resources available and select the best method to provide counseling/education
- f. Provide information that empowers patients to effectively manage their medication-related health care

**Competency: D. Read, write, speak, listen, and use data, media, and computers to send and respond effectively to communications for varied audiences and purposes**

Objectives:

- a. Construct appropriate and professional presentations to support communication
- e. Demonstrate appropriate written, verbal, and non-verbal skills
- f. Present and defend ideas in a logical and effective order
- g. Demonstrate ethical use in the procurement, derivation, use, and reporting of data
- h. Use appropriate and professional communication skills
- i. Demonstrate appropriate listening skills

**V. Course Specific Objectives and Outcomes**

Students who successfully complete the course requirements should achieve the following course objectives and outcomes:

- Provide counseling to patients relative to proper therapeutic self-management.
- Use written, visual, verbal, and nonverbal communication skills.
- Communicate assertively with physicians and other health care professionals.
- Identify motivational cues to enhancing patient compliance.
- Minimize environmental barriers to communication with patients.
- Gather and organize information in order to identify ongoing or potential drug-related problems and the root cause of these problems.
- Use appropriate sources of patient education information to review indications, adverse effects, dosage, storage, and administration techniques.
- Use effective written, visual, verbal, and nonverbal communication skills when providing medication self-management counseling to patients and/or caregivers.

- Explain any action that should be taken in the event of a missed dose.
- Advise patients on how to avoid potential interactions with other therapies.
- Explain signs and symptoms associated with the common and/or severe adverse reactions to a therapy.
- Explain the significance and frequency of adverse drug reactions and interactions associated with a given therapy.
- Be able to perform an effective in-service presentation
- Be able to interview a candidate for a pharmacy position
- Be able to coach an employee who is underperforming
- Be able to communicate a performance appraisal with an employee

## VI. Course Topics

Disease state counseling, counseling special populations (mental health, elderly, pediatric, low literacy), using modeling techniques, conflict/confrontational skills, management communications (performance evaluations, recruiting, interviewing, conflict management, coaching), collaborative practice, adherence counseling, motivational interviewing, communicating with a patient after a medication error, customer satisfaction interactions, medication therapy management services to include assessment of drug-therapy and recognition of medication-related problems, patient care plan and follow-up, corresponding verbally and written with other medical professionals and insurance companies/payers, presentation skills, in-service presentations

## VII. Instructional Methods and Activities

Instructional methods may include, but are not limited to: traditional lectures, distance learning, in-class discussion, small group discussion, problem-based learning, group projects/presentations, individual projects/presentations, lectures/presentations posted on Moodle, independent study, assignments/exercises completed in or out of class, wiki page development, and chat room participation.

Active participation in class and group activities is required. For this course, students are expected to shed the traditional role of passive receptor of knowledge being doled out by the instructor and the textbook. Instead, the student should attempt to obtain knowledge, develop skills and then use them meaningfully.

For group in-class assignments, the student is expected to follow the FSLC format:

- *Formulate an answer*
- *Share your answer*
- *Listen carefully to others' answers*
- *Create a new answer that is superior to your individual answers*

## VIII. Evaluation and Grade Assignment

- In general, *memorization and regurgitation of information will NOT be emphasized*. Rather, evaluation will largely be based on assessing your understanding of concepts and principles, your ability to apply this understanding in intelligent and reasonable ways, and higher order abilities: analysis, evaluation, and synthesis.
- Quizzes may be given, announced or unannounced, as deemed necessary by each faculty member. Quizzes will be added to the total points available for the course.
- Exam dates are scheduled in the course syllabus and will only be changed in the event of University closure.
- Exams may be multiple choice, fill in the blank, short-answer, case or scenario based discussion, essay, or any other format deemed necessary by the lecturers and course coordinator. Exams may be either a pencil and paper format or an online format through Moodle.
- Information acquired from previous lectures in the course and from other courses in the professional pharmacy curriculum may be needed in preparing for examinations.

- Students wishing to review their exams with the course coordinator must do so *within 2 weeks* of the date the test is taken.

**Grading Scale:**

<b>90 – 100%</b>	<b>A</b>
<b>80 – 89%</b>	<b>B</b>
<b>70 - 79%</b>	<b>C</b>
<b>60 – 69%</b>	<b>D</b>
<b>&lt;60%</b>	<b>F</b>

**Semester Points:**

In-class assignments (4 @ 50 pts each)	200 points
Exam I	100 points
Exam II	100 points
Medication therapy management work-ups	100 points
Mock interviewing session	50 points
In-service presentation	<u>100 points</u>
	650 points

*Undergraduate mid-term grades will be posted on-line for students to view via Arrow. Mid-term grades indicate a student's status at mid-semester only and do not indicate the final performance outcome of a student.*

**IX. Class Policies and Procedures**

At a minimum, all policies stated in the current ULM *Student Policy Manual & Organizational Handbook* should be followed (see <http://www.ulm.edu/studentpolicy/>). Additional class policies include:

**A. Textbook(s) and Materials:**

1. No required textbook.
2. Reading material may be posted on Moodle by course faculty or the student may be instructed to use the Internet to search for information.

**B. Attendance Policy:**

Class attendance is mandatory in all pharmacy courses; therefore, attendance will be taken for all class meetings. Students reported for accumulating more than three **unexcused** absences in a course during an academic semester will be administratively dropped from the course with a “W” grade. In accordance with College of Pharmacy policy and procedure, a grade of “W” will be counted as an “F” grade with respect to academic standards.

Any student who is not present for at least 75% of the scheduled class sessions (excused or unexcused) in any course may receive a grade of W if this condition occurs prior to the last day to drop a course or a grade of F after that date. Any University-related activity requiring an absence from class will count as an absence when determining if a student has attended 75% of class meetings.

In addition, no student should enter class after the lecture has begun. Students unable to attend class on time will be considered absent for that day.

**C. Make-up Policy:**

Each student is expected to attend each exam at the date and time specified. If a student cannot attend an exam due to valid University excuse, he/she must speak directly with the course coordinator, as soon as possible. The course coordinator must be notified prior to the examination if a student misses the exam, if possible. Failure to attend a scheduled make-up exam will result in a zero (0) grade for that exam. Make-up exams will be prepared at the same or higher level than the original exam. The format of the make-up exam may be written or oral. *Students missing an exam due to a University approved excuse will take the make-up exam during the week of finals, or as determined by the course coordinator.*

**D. Academic Integrity:**

Faculty and students must observe the ULM published policy on Academic Dishonesty (see Page 4 in ULM *Student Policy Manual* - <http://www.ulm.edu/studentpolicy/>).

Students are expected to work independently on examinations and assignments unless it is specifically described by the instructors as a group assignment. Any use of resources other than your own recollection and reasoning ability on an examination is cheating. Inappropriate use of electronic or wireless technology (i.e., cell phones, PDAs, or pagers) during an examination is considered academic misconduct. Having in your possession or the use of any examination question previously used in this course is considered cheating. Any attempt to reconstruct an examination after it is taken with the intent to share with other students is considered cheating. Sharing information about an examination with any other student who has not taken the exam is considered cheating. Any student suspected of dishonesty will receive a zero (no credit) for that assignment or examination, and will be reported to the College of Pharmacy Dean's Office with subsequent actions as per University regulations and policy.

**E. Course Evaluation Policy:**

The Dean of Assessment or a representative from her office will conduct an in-class assessment of the course and the instructors. Additionally, there will be an opportunity to provide anonymous, specific comments regarding the course at the end of the semester. No faculty members will be given access to the results until after final grades for the course are due.

**F. Student Services:**

Information concerning student services in the College of Pharmacy can be found in the College of Pharmacy Student Handbook. In particular, pay special attention to the College's technical standards and policies concerning students with special needs.

Information about ULM student services, such as Student Success Center (<http://ulm.edu/cass/>), Counseling Center (<http://ulm.edu/counselingcenter/>), Special Needs (<http://ulm.edu/counselingcenter/special.htm>) and Student Health Services, is available at the following Student Services web site <http://ulm.edu/studentaffairs/>.

**G. Emergency Procedures:**

Please review the emergency escape plan in the classrooms and hallways of the Bienville building. Move quickly and orderly to the appropriate stairwell and exit the building. The meeting place for this class will be the far end of the north parking lot between Bienville and Broadmoor Blvd. Under no circumstances is the elevator to be used for emergency evacuation. Any student needing assistance should notify the professor immediately.

ULM College of Pharmacy

**H. Discipline/Course Specific Policies:**

Not Applicable

**X. Tentative Course Schedule**

**A. Contact Information**

Justin Sherman, Pharm.D.

Bienville 109

Campus phone: 342-3171

Office hours: Mon-Thurs 9-11:30

E-mail: [sherman@ulm.edu](mailto:sherman@ulm.edu)

**\*\*TBD\*\***