

# Effects of a communication skill-based training for pharmacy-counter conversations about non-medical medication switching.

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# Declaration of interest:

I herewith declare that I have:

☐ received funding from the following companies:

- Teva, but not related to this study



# Medication switches

- Medication switches are a challenge
- Heighted emotion disrupt effective communication
- Developed a training for medication switch conversations
- Aim: understand how the learned strategies are applied in practice + the effects





Level three  
'behavior'  
Kirkpatrick model

What are the pharmacy technician experiences with applying the communication strategies?

Pharmacy  
staff  
registration  
forms

Pharmacy  
staff  
interviews

- Chosen strategy
- Differences in delivery message/ responding to response
- Differences per patient type or situation
- Barriers/Facilitators to applying the strategies (COM-B model)

Level four 'results'  
Kirkpatrick model

What effects do applying the communication strategies have on both parties involved in the conversation?

Pharmacy  
staff  
registration  
forms

Patient  
questionnaire  
data

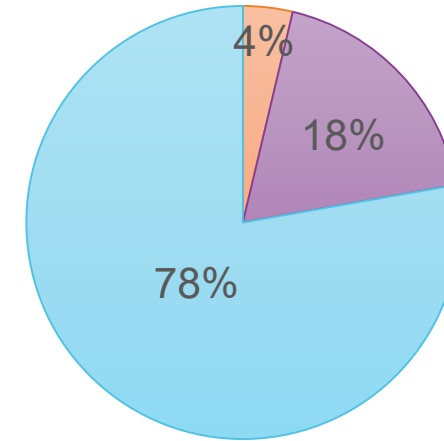
- Effects of applied skills at pharmacy team member and patient level



- Strategies applied in practice was divided.
- Breaking the bad news model was used slightly more than a combination of both or positive message framing alone.
- Pharmacy staff most often applied certain aspects of the strategies, e.g.
  - bringing the news directly,
  - giving space for emotions of patients,
  - explaining the similarities between the old and new medicine.

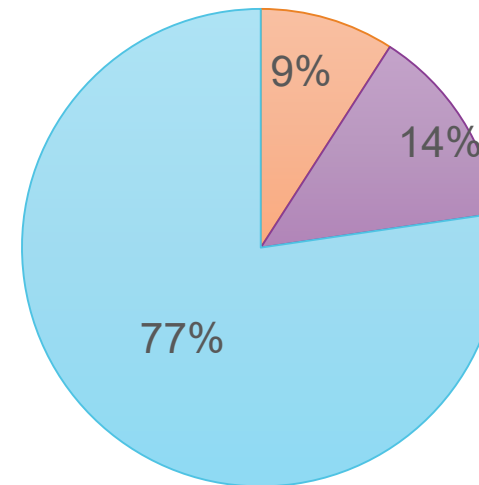
patient

Patient experiences

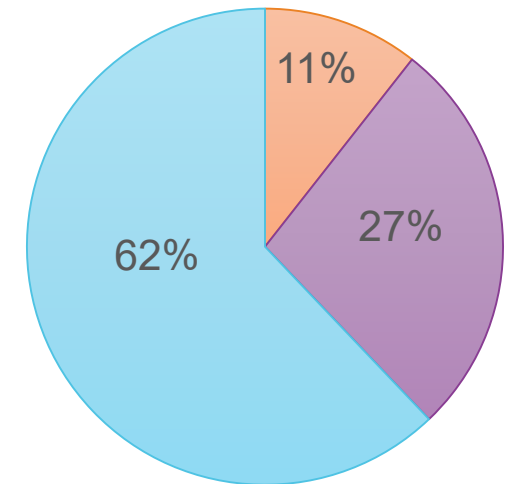


Pharmacy staff member

Pharmacy staff experiences



Patient experiences



(very) negative   neutral   (very) positive

