英語友善藥局

English-Friendly Pharmacy English Speaking Pharmacy

蘇莞文 Angela W. Su, PharmD, RPh,CHHC Contact: angelasu28989@gmail.com

課程大綱

- Common challenges when facing foreign customers
 - 如何理解並搜集外籍人士的問題?
 - 如何以簡潔好理解的英語進行溝通及問題分類?
 - 如何轉介?
- How to conduct a patient interview in your pharmacy
 - 如何以英文進行個案面談
 - 如何有效率的整理蒐集到的資料並且給予回饋
 - 如何進行基礎病人衛教
- Strategies for improving the quality of patient education
 - 理解外籍人士的需求
 - 給予有效率、適切的衛教
 - 針對不同外籍人士能給予個別化的衛教

Part I

Conversation with Foreign Customer

流程&對話

- Step 1: Greeting & Observe
- Step 2: Warm Welcome
- Step 3: Introducing Yourself Most Important!!!
- Step 4: Get to know patient's need & provide your service.
- Step 5: Closing/Goodbye

Step 1: Observation 觀察辨識顧客類型

國籍/種族/區域

*Where are you from?

(在*對的時機*時詢問)

- 亞洲/東南亞
- 或 What's your nationality?
- 日本/韓國/新加坡/馬來西亞/泰國
- 越南/菲律賓
- 美洲
 - 北美~ 美國/加拿大
 - 中南美
- 歐洲
 - 英國/法國/其他歐洲地區
- 其他地區

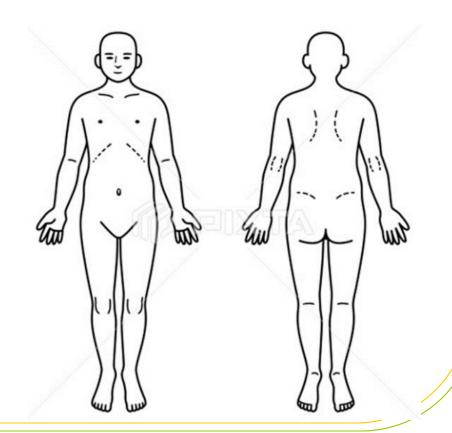
- 1. 口音
- 2. 英文是否為母語
- Do you speak English?
- 3. 文化背景/宗教

Step 1: Observation 觀察辨識顧客類型

- 一次性顧客
 - 旅客/遊客/公務出差
 - Are you here for <u>business</u>?
 - Are you here for <u>pleasure/holiday</u>?
- 常客 or 未來可成為常客
 - 在附近居住/工作/醫師診所or醫院
 - Do you <u>live/work</u> around here?
 - 1.是否有特殊狀況: OTC/Rx
 - 2.可交流時間長短
 - 3.可否建立長期關係
 - 4.溝通/聊天內容不同

Step 1: Observe the person

- Use visual observations
 - From head to toe



Step 1: Greeting & Everyday Conversation

- Good morning/ Good afternoon/ Good evening/ Good night
- Hello/ Hi / Hi, there
- How do you do?
- How are you?/ How are you doing?
- How have you been?/ How are things?/ How's going? 常客/熟客

Step 1: Greeting & Everyday Conversation

Reply back:

 Fine (Thank you/ Thanks)/ I'm fine / Very well/ Good / All right/ So-so/ Okay/ Not bad

Step 2: Warm Welcome

- Welcome to my pharmacy.
- Welcome!

*** With a big smile

Very Important!!!



Step 3: Introducing Yourself

Introduce your name

My name is _____

Introduce your position

- I am your pharmacist.
- I am the pharmacist here.

Step 4: Get to know patient's need

- How may (can) I help you?
- How may I serve you?
- What can I do for you?
- Is there anything I can do for you?
- What brings you here today?

VS.

- Why are you here?
- Why do you come to my pharmacy?
- Do you need any help?
- What do you need?
- What do you want?



Sample Opening Conversation

- RPh: Good morning! (Welcome to my pharmacy!) How are you today?
- Pt: Not bad, you?
- RPh:
 - I am fine, thank you!
 - Welcome to my pharmacy.
 - My name is Angela, I am the pharmacist here.
 - Is there anything I can do for you?
- Pt: Yes, I am not feeling well. I would like to buy some medicine.

確認顧客需求/情況

What brings you here today?

- 買日常用品 daily supplies
- 買營養補充品 supplements
- 詢問藥師問題 ask questions
- 買OTC (Over-the-counter medication/drug)
- Rx Prescription drugs

確認顧客需求/情況

- Who is this for?
- Is this for yourself?
- 購買對象?
 - 幫自己買?
 - 幫他人買: 家人/朋友/照護對象 (長者/幼兒等)

FYI

- 全民健保: National Health Insurance
- 健保卡: NHI card, or Health Insurance Card
- 門診照護: Outpatient care
- 論服務量計酬: Fee-for-service
- 高診次病患: Frequent users of outpatient services
- 居家照護: Home nursing care/home care

FYI

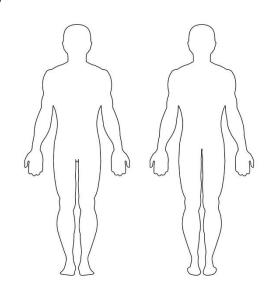
- 保險費: Premium
- 罕見疾病: Rare disease
- 慢性病連續處方箋: Refillable prescriptions for patients with chronic illnesses/ prescription refills
- 給付範圍: Benefit package
- 部分負擔: Copayment

Prescription drugs

- Do you have health insurance?
- May I have your NHI/health insurance card (,please)?
- May I have your prescription (,please)?
- Did you make another appointment with your doctor yet?

買OTC (Over-the-counter medication/drug)

- Signs and symptoms
 - What are your symptoms?
- Diseases (abbreviation)
- Body system
- OTC/Rx
- Departments/specialty



確認時間是否充裕

• 確認/釐清可以互動的時間有多少!

- Are you in a hurry?
- How much time do you have?
- Do you have some time to go over
- Do you have _____ minutes?

- In order to serve you better/solve your problem, I would like to have/get more info about/know more about
 - Your symptoms, concerns, problems
- I would like to set up your profile in our system.
- I would like to make sure _____.
- I would like to give you the best recommendation.

Recommendation/Referral

- From what I heard, I recommend_____.
 - You go see a doctor
 - You purchase/buy xxx for your symptom
- From what you described, you may want to see a doctor.

Step 4: Get to know patient's need

Patient Interview (請參考Part II講義)

Step 5: Closing & Goodbye

- Goodbye/ Bye
- See you again (soon)/ See you later/ See you soon/ See you
- Have a nice day/ Have a nice weekend
- Take care
- Until next time...

Asking for Repetition - 1

- Excuse me? Pardon me?
- I beg your pardon?
- What was that you said?
- Could you say that again, please?
- Would you say that again, please?
- Would you mind repeating that?

Sorry, I didn't hear what you said.
 Could you please repeat that?

Asking for Repetition -2

- Would you please repeat that?
- Would you mind saying that again?
- I didn't (quite) catch that.
- I didn't get that.
- I'm not following you.
- I am afraid that I didn't understand you fully.
- I missed that.
- I'm lost.

Making Requests -2

- Can you help me with this?
- Could you please.....?
- May I ask you.....?
- Is there anything I can do for you?
- Please.....

Offering to Do Something

- Do you want me to ____ Would you like me to I'll , if you'd like. I'll be happy/ glad to if you'd like. I'd be happy/ glad to ____ if you'd like. Let me (
- Ex: would you like me to help you finding the allergy medicine?

- (Do you) want/ need any help?
- (Do you) want/ need a hand?
- Can/may I help?
- Can/may I give you a hand?
- Would you like me to help you (with)
- Do you want me to help you _____?
- I'd be glad/ happy to help you _____, (it you'd like).

- Let me help you _______.
- Would you like any help _____ing?
- Can I do anything to help?
- Is there anything I can do to help?
- I'd be happy/ glad to give you a hand.
- I'd be happy/ glad to lend a hand.

- I'd be happy/ glad to help.
- Let me give you a hand.
- I'm happy to lend a hand.
- Let me ______ .
- Allow me to _____
- May I help you?
- Can I help you?
- Is there anything/ something in particular I can help you find?

- Is there anything/ something you're looking for in particular?
- Is there anything else I can help you with?
- Please let me know if I can be of any further assistance.
- Please feel free to call on me if I can be of any further assistance.
- If I can be of any further assistance, please don't hesitate to ask/ let me know.

Responding to an Offer

- If you don't mind.
- If you wouldn't mind.
- I don't want to trouble you.
- I don't want to trouble you/ bother you/ inconvenience you/ put you to any trouble/ put you out.
- Don't worry about it.
- That's okay/ all right.

Showing Gratitude

When patient praise you~ you reply:

- Thanks/ Thank you (for saying so).
- Thanks (very much).
- Thanks (for telling me).
- It's nice of you to say so/that.
- I'm very grateful.

Appreciation -1

- I appreciate it/ that.
- It's (vary) nice/ kind of you to offer.
- Thanks for offering.
- I appreciate your offering.
- That's (very) nice/ kind of you.
- That would be nice.
- You're very kind/ nice.

Appreciation -2

- I'm very grateful (to ______).
- I really appreciate it.
- I appreciate it very much.
- It was very nice of you (to ______).
- I can't begin to tell you how much I appreciate ______.
- I want to express my appreciation to

Reply to Patient's Appreciation

- You're welcome.
- Don't mention it.
- No problem.
- Glad to be of help.
- I'm glad I could do it.
- I'm glad I could help.
- I'm glad I could be of help.
- (It was) my pleasure.
- It was nothing (at all).
- Any time.

Showing Sympathy

- That's too bad!
- That's a shame!
- What a shame!
- That's a pity!
- What a pity!
- I'm (very) sorry to hear about that.
- I'm (very) sorry.
- I'm so sorry.

Apologizing

- (Oh,) I'm sorry./Sorry about that.
- I apologize for saying that.
- I don't mean to make things difficult for you.
- I don't mean to make things complicated for you.
- I don't mean to complicate things.
- I don't mean to give you a hard time.

Forgiving

- It's O.K.
- Forget about it.
- Don't worry about it.
- No problem.

PRACTICE CONVERSATION CASE 1

- RPh: Hi, how may I help you?
- Pt: Hi there, I'd like to pick up a prescription.
- RPh: Alright, please give me the prescription and your ID (or health insurance card).
- Pt: Here it is.
- RPh: Alright, thanks, one moment please.
- Pt: Also, there's something else I want to buy.
- RPh: OK, what do you need?

- Pt: Do you have any anti-itch medication?
 (或 anything for itch/bug bites)
- RPh: What kind of itch is it?
- Pt: The itch is due to bug bites.
- RPh: Oh, OK. There're some drugs down the third aisle.
- Pt: Alright! What does it look like?
- RPh: Well, there are many brands. Some can be used for more than just bug bites.
- Pt: Cool, thank you!

- RPh: I'll have your prescription drugs ready shortly.
- Pt: Thanks! One more thing, my daughter hurt her wrist the other day. Maybe I should get a brace for her.
- RPh: There are some bandages and braces over there, if you'd like to take a look.
- Pt: Okay, I think I will. This pharmacy sure has a lot of helpful things.

- RPh: Yes, it does. Do you own an emergency first aid kit?
- Pt: No, I don't. Should I get one?
- RPh: Yes, you should. They're extremely helpful. In fact, let me get one for you from the back.
- Pt: Perfect, thanks! I wonder if I need anything else...

- RPh: Well, if you need anything, you can always come back here and ask.
- Pt: Alright, thanks. Is my prescription ready?
- RPh: Yeah, here it is. You're all set!
- Pt: Alright, thank you!
- RPh: Have a nice day!

PRACTICE CONVERSATION CASE 2







 C: Hello. My daughter has a bad cough and a runny nose. Can you recommend some medicine?



- RPh: We have several cough syrups.
 We often recommend _____ or its generic version _____. And this is a nose spray called _____.
- C: How much is each one?
- RPh: The brand name syrup is NT\$300 and the generic version is NT\$250, and the nose spray is NT\$225.



- C: I'll take the generic syrup and nose spray, please.
- RPh: OK. Is there anything else you need today?
- C: Yes, some cough drops, please.
- RPh: We have these cough drops with mint or cherry flavor.
- C: Mint, please.
- RPh: OK, that will be total of NT\$______.
- C: OK, here it is.
- RPh: Great, Thank you! Have a nice day.
- C: Thank you and you, too.

Part II

Patient Interview

In order to provide patientcentered care, a pharmacist should know more about their patients and their cultures,

especially

health and illness beliefs, attitudes, and practices

PATIENT INTERVIEWING TECHNIQUE

Effective, open-ended questioning and active listening

are essential skills for obtaining information from and sharing information with patients

Basic Personal Information -1

- Name
 - What is your name? (**Make sure it's correct)
 - Is your name _____?
- Age/DOB
 - What is your DOB?
 - How old are you?
- Occupation
 - What do you do?
 - What is your occupation?

Basic Personal Information -2

- Contact information
 - What is your phone number/Mobile/cell phone number?
 - What is your current address?
- Emergency contact person & info
 - Who can I contact in case of emergency?
 - May I have the name/number of your emergency contact person?

History of Present Illness (HPI)

**Let patient describe the problem in their own words.

- What brings you here?
- How can I help you?
- What's the problem?
- What seems to be the problem?
- Has any medical help been given? Have you tried anything?

HPI- Duration

- How long has this condition lasted?
- How long do you have this problem?
- Did you experience the same problem before? When was the last time (how long ago) you had this problem?
- Is it similar to a past problem? If so, what was done at that time?

HPI- Severity/Character

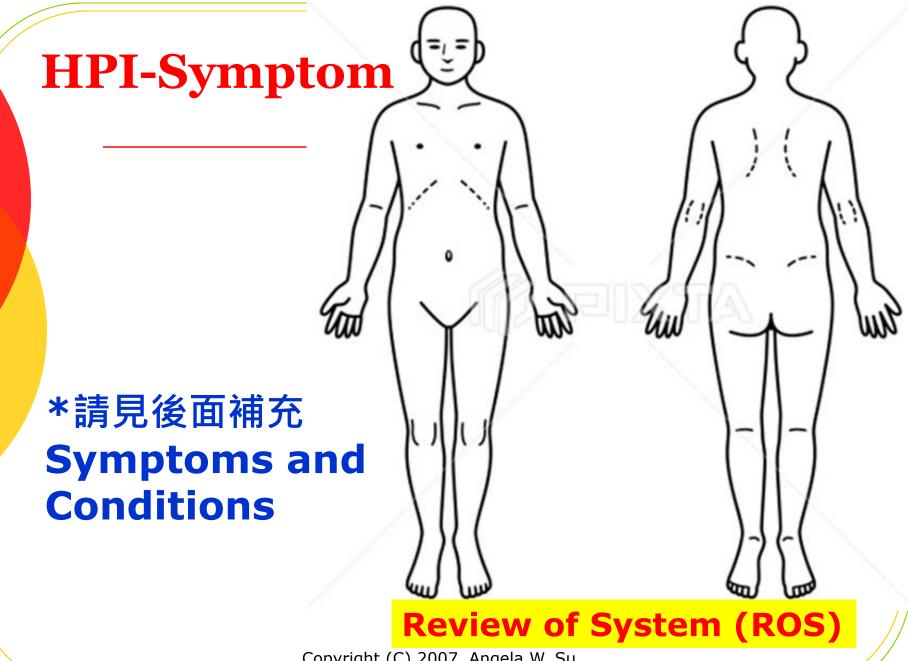
- Does it interfere with your daily activities/daily life?
- Does it keep you up at night?
- Rate the problem (on the scale of 1-10, 1 been the least, 10 been the most)
- Describe the symptom
- How does this compare with _ days/weeks/months ago?

HPI- Location/Radiation

- Is the symptom (ex: pain) located in a specific place?
- Has this changed over time?
- Does it radiate to a specific area of the body?
- Have you tried any therapeutic maneuvers (anything)? What's made it better? (or worse)

HPI-Pace of illness

- Is the problem getting better, worse, or staying the same?
- If it's changing, what has been the rate of change?
- Are there any associated symptoms?
- What do you think the problem is? Or what are you worried it might be?
- Why do you come see me today?



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What are your symptoms?

HPI-Symptom -1

- Headache/head pain
- Fever/ Shiver/chill
- Pain
- Cough
 - Dry cough/ productive cough (cough with phlegm/ sputum)
- Shortness of breath
 - Difficulty breathing
 - Cannot breath
- Sore throat

HPI-Symptom -2

- Cold
- Runny nose/Stuff nose/nasal congestion
- Tired
- Heart
 - Chest pain
 - Palpitation

HPI-Symptom -3

- GI:
 - Diarrhea
 - Loss of appetite
 - Stomach ache/pain/cramps in the stomach/ abdomen
 - I've been sick/ throwing up/vomiting.
 - Indigestion
 - Peptic/ Gastric ulcer
 - Colicky pain
 - Bloated/ flatulence/ gas /gassy

Past Medical History

- Did you go see a doctor about this?
- What was the diagnosis?
- Have you ever received medical care? If so, what issues were addressed? Was the care continuous or episodic?
- Have you ever undergone any procedures, or other special testing?
- Have you ever been hospitalized?

Past surgical history

- Were you ever operated on, even as a child?
- Have you ever had any surgery before?
- What year did this occur?
- Were there any complications?
- Which hospital? What date?

Medications

- Do you take any prescription medicines?
- What is the dose and frequency?
- How often do you take it?
- How many times a day?
- Do you know why you are being treated?
- Does it work for you?
- Do you experience any unwanted effects?
- Any problem with these drugs?
- Do you take any OTC, "non-traditional", herb medicines, supplements?
- Do you use any complementary therapy?

Medication history

- Are you taking any medication currently?
- Are you on the pills?
- Have you ever take these medicines before?
- Are these the same medicines that you had before?
- How do you normally take it?
- Is the dosage regimen still the same?

Allergies/reactions

- Do you have any allergy?
- Are you allergic to anything?
- Have you experienced any adverse reactions to
 - medication
 - Food/Food additives
 - Substance
 - Stings
- What were the symptoms?
- At what age?
- Have you ever take it again since them?

Asking about Allergy

- Are you allergic to any medication/medicines/drugs?
- Do you have any drug allergies?
- Have any medicines ever upset you?
- Have you ever allergic to any medicines/drugs?

Asking about Allergy

- ** If the patient is allergic to some medicine, we might continue asking these questions:
- How was it?
- What was the symptom? Was it Severe?
- How did you manage it?
- When did you have drug allergy?
 Have you ever take it again since then?

Social History

• Include:

- Living situation. Do you live with your family?
- Smoking history/tobacco use
- Drinking history-alcohol use
- Drug/substance abuse, illicit drug use
- Sexual history
- Marital status. Are you married?
- Religious background. Do you have any religious belief? What kind?
- Diet. Are you on any diet? Special diet?

Religious Background

- The major religions of the world:
 - Buddhism, Hinduism, Islam,
 Confucianism, Christianity, Taoism, and
 Judaism

Please tell me more about your religion...

Special Diet

- The Paleo Diet.
 Are you on any diet?
 Special diet?
- The Vegan Diet.
- Low-Carb Diets. Please tell me more
- The Dukan Diet. about this diet
- The Ultra-Low-Fat Diet.
- The Atkins Diet.
- The Blood Type Diet
- The Mediterranean Diet
- Raw Food Diet

Alcohol Use

- Do you drink alcohol?
- How many glasses per day and what type of drink?
- How much do you consume over a week or month?
- Do you drink at home?
- Do you drink occasionally?

Obstetric (when appropriate)

- Have you ever been pregnant?
- How many times?
- What was the outcome of each pregnancy?
- How old is your child/children?

Sexual activity (when appropriate)

- Are you married?
- Are you sexually active?
- With same person or with different partners?
- Same or opposite sex?
- Do you use any means of birth control?
- Do you have children? Are they healthy?

Sample question to ask

• 通用問句~

 Have there been any recent changes to <u>sleep</u>, <u>diet</u>, <u>tobacco</u>, <u>or</u> <u>alcohol use</u>, <u>exercise</u>, <u>any habit</u>?

Family History

- How are your parents' health?
- How's the health of your brother/sister?
- If deceased, at what age?
- Any disease or condition that runs in your family? Including DM, HTN, kidney disease, heart disease, heart attack or stroke, asthma, allergies, cardiac rhythm problems, cancer, osteoporosis, mental health problems
- Ex: "I think my grandmother has high blood pressure."

Part III

Patient Consultation and Education

Pharmacists have to adapt messages to fit

patients' language skills and primary languages,

through the use of

teaching aids, interpreters, or cultural guides

if necessary.

Pharmacists also need to observe and interpret (善用溝通技巧)

the **nonverbal messages** (e.g., eye contact, facial expressions, body movements, vocal characteristics) patients give during education and counseling sessions

PATIENT CONSULTATION

Patient-Centered Consultation

 Providing care that is respectful of and responsive to individual patient preferences, concerns, needs and values, and ensuring that patient values guide all clinical decisions.

CONTENT OF A EDUCATION AND CONSULTATION

EDUCATION AND CONSULTATION REGARDING DISEASE/ILLNESS

Disease

- 1. Name of the disease
- 2. The disease state: whether it is acute or chronic and its prevention, transmission, progression, and recurrence.
- Expected effects of the disease on the patient's normal daily living.
- 4. Recognition and monitoring of disease complications.

Addressing Concerns about the Disease

- What is your point of view on this disease? (name of disease)
- What do you know about this disease?
- How do you feel about this disease/condition/your situation?
- What are your worries, if any?
- Does anyone else know about it?
- What kind of support do you need?

EDUCATION AND CONSULTATION REGARDING MEDICATION

1. The medication's trade name, generic name, common synonym, or other descriptive name(s) and, when appropriate, its therapeutic class and efficacy.

- The medication's use and expected benefits and action.
- This may include whether the medication is intended to cure a disease, eliminate or reduce symptoms, arrest or slow the disease process, or prevent the disease or a symptom.

3. The medication's expected onset of action and what to do if the action does not occur.

4. The medication's route, dosage form, dosage, and administration schedule (including duration of therapy).

5. Directions for preparing and using or administering the medication. This may include adaptation to fit patients' lifestyles or work environments.

 Action to be taken in case of a missed dose.

- 7. Precautions to be observed during the medication's use or administration and the medication's potential risks in relation to benefits.
- For injectable medications and administration devices, concern about latex allergy, local reactions may be discussed.

- 8. Potential common and severe adverse effects that may occur.
- Actions to prevent or minimize their occurrence, and actions to take if they occur, including notifying the prescriber, pharmacist, or other health care provider.

 Techniques for self-monitoring of the pharmacotherapy.

10. Potential drug-drug (including nonprescription), drug-food, and drug-disease interactions or contraindications.

- 11. The medication's relationships to radiologic and laboratory procedures (e.g., timing of doses and potential interferences with interpretation of results).
- 12. Prescription refill authorizations and the process for obtaining refills. (one time only, long-term)

- 13. Instructions to contact a pharmacist.
- 14. Proper storage of the medication.
- 15. Proper disposal of contaminated or discontinued medications and used administration devices.
- 16. Any other information unique to an individual patient or medication.

Addressing Concerns

- What did doctor tell you about this medication/drug?
- What do you know about this drug?
- Do you know what this is for?
- Do you experience any problem with/ tell me more about the problem you are having with _____(drug) (prescribed for you)
- Your views about medicines prescribed for your _____ (disease).

Addressing Concerns

Can you tell me/please let me know ...

- What kind of support you would find helpful to increase your adherence to medicines?
- Have you missed any doses of your new medicine, or changed way you take it?
- When did you last miss a dose?

Choosing Effective Patient Education Materials

- Brochures or other printed materials
- Podcasts
- YouTube videos
- Videos or DVDs
- PowerPoint presentations
- Posters or charts
- Models or props

Bonus Materials

Symptoms and Conditions

- 頭暈 dizzy
- 量車 motion sickness
- 頭痛 headache
- 宿醉 hangover
- 氣喘 asthma
- 打噴嚏 sneeze
- 咳嗽 cough
- 喉嚨痛 sore throat

- 鼻塞 stuffy nose; nasal congestion; sinus congestion
- 流鼻水 running nose
- 流鼻血 nosebleed; bleeding nose
- 痰,鼻嚏等黏液 mucus
- 長青春痘 have acne (常用複數 acnes); pimple
- 打嗝 hiccup

- 耳鳴 tinnitus; drumming in the ears; ear noise; ringing in the ear
- 長針眼 have a stye/sty; eye stye
- 口臭 bad breath
- 呼吸急促 breathing rapidly
- 唇疱疹 cold sore; Herpes
- 頭皮屑 dandruff
- 牙痛 toothache

- 拉肚子 diarrhea
- 便秘 constipation
- 腹脹 abdominal distention
- 腹痛 abdominal pain
- 吐 vomit; throw up; puke
- 乾嘔 dry heaves
- 噁心 nausea
- 胃痛 stomachache

- 經前症候群 premenstrual syndrome (PMS)
- 生理痛 menstrual pain; painful period; dysmenorrhea
- 頻尿 frequent urination; hyperuresis
- 五十局 frozen shoulder
- 水泡 bulla, blister

- 感冒 catch a cold
- 流感 flu; influenza
- 發燒 fever
- 中暑 heat stroke
- 脱水 dehydration
- 極度疲倦 fatigue
- 肌肉酸痛 sore muscle; muscle soreness; muscle aches
- 發冷 chills

- 淤血 bruise
- 貧血 anemia
- 水腫 edema; water retention
- 過敏 allergy
- 昏昏欲睡/想睡 drowsy; sleepy; dozy
- 麻痺,失去知覺 numb
- 食欲不振 poor appetite

- 壓力 stressed out; under a lot of pressure/stress
- 焦慮 anxiety (緊張 nervous; anxious)
- 心情低落 blue; feel down; depressed
- 憂鬱 depression
- 崩潰 breakdown; feel devastated; fall to pieces

- 落枕 a crick in the neck; a kink in my neck; a stiff neck; neck stiffness; acute fibrositis
- 脫臼 dislocation
- 失眠 insomnia

Bonus Materials

COVID-19

Screening Questions

- Do you (Does he/she) have...
 - Fever 發燒/chills 發冷
 - Sneezing 打噴嚏/Cough 咳嗽/Sore throat 喉嚨痛
 - Muscle pain/muscle ache 肌肉疼痛
 - Headache 頭痛
 - Shortness of breath or difficulty breathing 呼吸急促或呼吸困難
 - Loss of smell and taste 失去嗅覺與味覺
 - Or ask about any symptom

 These symptoms may appear 2-14 days after exposure to the virus.

 Those who are infected with COVID-19 may have little to no symptoms. You may not know you have symptoms of COVID-19 because they are similar to a cold or flu.

Screening Questions

- Have you tested positive for <u>COVID-</u> <u>19/ Coronavirus</u>?
- Have you been in contact with anyone who has tested positive for COVID-19?
- Have you traveled within the last <u>days</u> / weeks / months?
- To where?

Directions for Patients

- I need to take your temperature.
- You need to be tested.
- We can coordinate the administration of the test.
- You need to go to _____ to be tested.

Directions for Patients

- You need to call _____
 - ...your doctor
 - ...urgent care clinic
- You need to consult with your doctor.
- You need to go to the hospital.
- You need medical attention.
- Contact your healthcare provider.

Directions for Patients

You need to <u>self-quarantine</u>/ <u>stay at</u>
 <u>home</u> for ____ days / weeks.

THANK YOU

Q&A?