

Pilot study of patient perception of pharmacists as care providers based on health screening encounters with student pharmacists

Laura C. Palombi, Leah Nelson, Kerry K. Fierke, and Karen Bastianelli

Abstract

Objectives: To assess how patient perceptions of the clinical role of pharmacists may be affected by use of the AIDET communication tool during student-led health fairs, as well as how such events can help promote pharmacy practice.

Setting: 12 community health fair screenings throughout northeastern Minnesota and northwestern Wisconsin, from February to November 2012.

Practice description: University of Minnesota–College of Pharmacy students trained in the use of AIDET employed the tool's techniques in their communication with health fair patient attendees. Project participants were those patients aged 18 years and older who successfully completed a health fair survey.

Practice innovation: The AIDET communication tool is designed to provide consistency in patient encounters through the use of key words at key times. AIDET is a mnemonic acronym that stands for acknowledge, introduce, duration, explanation, and thank you. University of Minnesota–College of Pharmacy students are taught how to use the AIDET framework in classroom and laboratory settings prior to their interactions with patients at area health fairs.

Intervention: Health fair attendees were asked to complete a survey to determine their satisfaction level with student pharmacist-delivered pharmacy services.

Evaluation: 87 patients were surveyed, with a response rate of 22.5% and a completion rate of 91.6%. The average age of the patient population for the study cohort was 52 years, with greater than 50% being 65 years or older. Patient ages ranged from 24 to 89 years.

Results: When AIDET techniques were employed in a health fair setting, patients reported high levels of satisfaction with pharmacy services and said they felt "happy, comfortable, and trusting."

Conclusion: The AIDET framework provides a consistent process for patient-centered care delivery because it places emphasis on patient needs and expectations. Use of the technique is capable of enhancing student and pharmacist engagement with patients.

J Am Pharm Assoc. 2015;55:626–633.
doi: 10.1331/JAPhA.2015.15058

Laura C. Palombi, PharmD, MPH, MAT, Assistant Professor, Department of Pharmacy Practice and Pharmaceutical Sciences, College of Pharmacy, University of Minnesota, Duluth, MN

Leah Nelson, PharmD, Pharmacist, Park Nicollet Methodist Hospital, St. Louis Park, MN

Kerry K. Fierke, EdD, Assistant Professor, Department of Pharmacy Practice and Pharmaceutical Sciences, College of Pharmacy, University of Minnesota, Duluth, MN

Karen Bastianelli, PharmD, BCACP, Assistant Professor, Department of Pharmacy Practice and Pharmaceutical Sciences, College of Pharmacy, University of Minnesota, Duluth, MN

Correspondence: Laura C. Palombi, PharmD, MPH, MAT, University of Minnesota–College of Pharmacy, Department of Pharmacy Practice and Pharmaceutical Sciences, 232 Life Science, 1110 Kirby Dr., Duluth, MN 55812; lpalombi@d.umn.edu

Disclosure: The authors declare no relevant conflicts of interest or financial relationships.

Funding: The University of Minnesota–College of Pharmacy provided partial funding for the student-run health fairs that produced the data presented in this article.

Acknowledgements: The authors gratefully acknowledge the dedication and support of leadership education in the pharmacy curriculum at the University of Minnesota–College of Pharmacy, as well as the dedication of the student pharmacists and registered pharmacists who support College of Pharmacy outreach events.

Received April 3, 2015. Accepted for publication June 8, 2015. Published online in advance of print October 23, 2015.

Effective communication strategies that employ methods for accurately providing and receiving information are critical to pharmacists' development of strong relationships with their patients and the delivery of consistent and appropriate care. Communication with patients should not be seen as an everyday task, but rather as an opportunity for pharmacists to enhance patient outcomes and strengthen the value of pharmacy within the health care system.

Pharmacists must be able to establish effective therapeutic relationships with patients if they are to truly practice pharmaceutical care,¹ with the quality of the pharmacist–patient relationship being dependent on the quality of the communication between the pharmacist and the patient over time and multiple interactions.² Studies have shown that while practice experience does not always improve communication skills,³ educational interventions can be helpful in teaching health care providers how to communicate more effectively with their patients.⁴

One effective but underutilized communication strategy for improving advocacy of the pharmacy profession and potentially influencing patient perceptions is AIDET, a framework created by health care best practices developer and Studer Group founder Quint Studer that involves using key words at key times.⁵ An acronym for acknowledge, introduce, duration, explanation, and thank you, AIDET has been used to enhance patients' confidence in the care they receive. The Studer Group has found that the more providers use each term during communication, the higher the level of patient satisfaction.⁶ To date, AIDET has been successfully implemented in hundreds of health care organizations, helping improve clinical, operational, and financial outcomes, as well as patient perception of care.⁷

Our pilot study assesses the effectiveness of the AIDET tool by measuring the extent of change in patient perceptions of the role of pharmacists during student-led health fairs, as well as how such events can help promote pharmacy practice. Effective advocacy strategies and consistent information from the pharmacy community is critical to informing patients about the types of care and services pharmacists are capable of providing, what pharmacists add to the health care system, and how pharmacist involvement in the health care team optimizes patient care.

AIDET is a framework for patient-focused communication, and the purpose of its implementation is to help students develop a culture of service. The framework allows patients to connect the dots between what they experience along the continuum of care. AIDET personalizes the care experience through use of the patient's name, detailed explanations of the patient-specific services to be provided, and expression of gratitude to the patient for being selected as a provider.⁵

Since 2005, students at the University of Minnesota–College of Pharmacy have been employing the skills obtained during in-class training with AIDET to conduct community health screenings under the supervision of licensed pharmacists. The students test patient blood pressure, cholesterol, blood glucose, and bone density, as well as provide education on screening results and address any medication-related concerns.⁸ Between 2005 and 2014, University of Minnesota–College of Pharmacy students screened 4,080 patients at local health fairs;⁹ however, the impact of these events on patients' views of pharmacists' provision of such services has not been previously explored.

The University of Minnesota–College of Pharmacy incorporated the AIDET model into an introductory pharmaceutical care class to prepare students to take on new roles as pharmacy practitioners and to improve communication at College of Pharmacy outreach events. Since 2011, the college has offered a leadership communication course for first-year students across two campuses, with approximately 170 students taking the class each year. The AIDET model was implemented into the course to help students achieve one of three key objectives—to “demonstrate patient communication methods that are structured to enhance patient satisfaction.”¹⁰ Throughout the class, the instructor informs students that the framework can be used in a variety of capacities—from patient encounters, teaching, and participation in student organization meetings to many personal situations that could benefit from enhanced communication.

The purpose of incorporating AIDET into the classroom is to engrain the tool's concepts into students' minds for use in patient care situations. Students are provided information about the communication technique and then asked to employ it in the classroom

Key Points

Background:

- Effective communication techniques are essential to ensuring excellence in patient care.
- Health care professionals other than pharmacists have successfully employed the AIDET communication framework.

Findings:

- Less than one-half of patients surveyed were aware of the role of pharmacists in providing point-of-care screenings.
- Implementation of the AIDET tool may help pharmacy students and pharmacists increase patient satisfaction and improve patient perceptions about the types of services that pharmacists are able to provide.

Download English Version:

<https://daneshyari.com/en/article/2542888>

Download Persian Version:

<https://daneshyari.com/article/2542888>

[Daneshyari.com](https://daneshyari.com)