

Patient counseling in pharmacy

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Background and Aims: Counseling is a part of pharmaceutical care system and one of the most important roles of a modern pharmacist. The concept of counseling is different from consulting or education. An important principle in counseling is the theory of behavior. There are two important models in patient counseling: medical model and helping model. Patients have a wide spectrum of emotions about their problems, and a pharmacist should know the way of reacting and helping in different stages. The pharmacist's art is to find out particular patient's requirements in the shortest period of time. Some communication skills like opening questions and probing will help pharmacists to act more appropriately in this way. Listening well to patients is a common approach in every situation.

Two main theories about education strategies include pedagogy and andragogy. The principles of education are: initiation of speaking, collecting information, giving advice, eventuating, and pursuing. There are many different methods of education, e.g., lectures, face to face communications, distribution of written information, audio-visual techniques, etc. The method of education should be in line with special situation for each person, because in each circumstance and for each purpose of education, a special method works the best. A very good way to achieve successful education is known as the 4As approach, which consists of availability, atmosphere, approach and attitude.

This study will review the most important aspects of patient counseling in pharmacy, with special emphasis on the Iran's national socio-cultural considerations.

Keywords: Patient; Counseling; Education