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## Assessment of Counseling Practice by Community Pharmacist in Navi Mumbai Region



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**Pratiksha Wasankar\*, Swati Dusane, Shubhangi  
Katkade, Rupesh Pingale**

*N.C.R.D's Sterling Institute of Pharmacy, Navi Mumbai,  
Maharashtra, India*

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### ABSTRACT

**Introduction:** Patient counseling is a key aspect of pharmaceutical care process. Counseling may be defined as an interactive one-to-one relationship among a pharmacist and a patient. It incorporates the facts to be given and received as supposed and that the patient is aware the way to use the information to create the intended therapeutic outcomes.<sup>4</sup>

**Methods:** A cross-sectional study was conducted to assess patient counselling and data was collected using structured questionnaire and observation checklist. The study was conducted at Navi Mumbai for 05 days. **Results:** A total of 50 responses were successfully collected including the medication counseling and role of pharmacist. Out of which 28 were females and 22 were males. 64 % population thought that there is need of counseling by Pharmacist on the causes, symptoms & treatment of disease condition, 88% population thought that counseling by pharmacists helps to improve their health condition. Majority of population think that Pharmacist counsels on prescribed drugs, regarding appropriate time to administer each drug and regarding any missed dose, regarding prevention of disease / necessary steps for prevention of disease but education on the importance of continuous screening, counseling on regular exercise, weight control, diet, what to avoid, etc. is least focused area for the counseling by Pharmacist. **Conclusion:** The result of this study revealed that the overall standard of community pharmacist counseling provided to patients to improve their usage of medication and consequently their well-being was poor. It was observed that only basic information regarding how to use the medication is provided without exerting enough effort in comprehensive patient education.



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## INTRODUCTION:

Patient counseling is a key aspect of pharmaceutical care process. Counseling may be defined as an interactive one-to-one relation between a pharmacist and a patient. It incorporates the facts to be given and received as supposed and that the patient is aware the way to use the information to create the intended therapeutic outcomes. Of all the methods involved in the patient and pharmacist interaction, patient counseling is the very last checking process to make sure the right medicine is provided to the appropriate patient. Any patient counseling can preferably be offering medicine information orally or in written form to patients or their attendants, and it need to comprise three most important components, particularly introduction, process and conclusion.<sup>4</sup>

Introduction policies out vital factors on how to approach the patient and builds a easy conversation bridge between the pharmacist and the patient to go through the counseling process. After counseling the customers, it is important to reassure and validate the patients' understanding; this creates opportunity to make clear information that was not clear on the counseling section and facilitates confirming patients' understanding by feedback. lack of counseling because of inadequate information on drugs and updated drug information is big contributor to dispensing of drugs.

The aim of patient counseling is to form a concordant approach to encouraging patient involvement in the pharmaceutical care system and to explore patients' knowledge, understanding, and concerns regarding their medicines. Lack of adequate knowledge on drugs and up-to-date drug information were important elements that restrict counseling services. A maximum of the dispensers do not have up-to-date drug information. Usually, the use of medication without the supervision of a professional can lead to wastage of resources and also causes significant harm in terms of adverse drug reactions in patients. Drug dispensers up to date provide appropriate, comprehensible, and relevant information up to date patients about their medication. Pharmacy professionals ought to correctly educate patients on the name and description of the medication, duration of therapy, special directions, and precautions for preparing the drugs, common side effects, therapeutic indications and contra-indications, proper storage, refill information, and appropriate actions to be taken in case of missed dose, while dispensing prescribed and non-prescription drugs, during patient counseling on discharge medication, or while presenting recommendation about management of particular drug-related problem.

They have to also include reassurance of whether the information becomes acquired as intended and that the patients understand how to use the information to boost remedy consequences. In current research, communication between pharmacists and patients is reported to be vital for improving suitable medication use and achieving desired patient outcomes and greater patient satisfaction.<sup>4</sup>

The provision of the proper medication to an appropriate patient, the upkeep of a package that preserves the potency and high-quality of the drugs for the specified period, clear medication information counseling and appropriate follow-up, as well as the assurance of the appropriate dosage and quantities. Having this general rule in mind, rational drug use also maintains the fact that patients do have individual requirements in terms of the earlier considerations to be aligned with their clinical needs and, at the lowest cost to them as well as to their community.<sup>1</sup>

Even though certain medication counseling assessments have been conducted in different parts of Navi Mumbai, there, still, exists variation in terms of the methodologies employed, the study populations considered and, contexts in which these studies were done. Accordingly, an assessment that combines both observation checklists and exit interviews of patients was sought to address both pharmacy practices and knowledge of participants in medication counseling. The objective of this study was, therefore, to assess patient medication counseling practices during dispensing of medicines by pharmacy professionals in the outpatient pharmacy of Navi Mumbai.

## **MATERIALS AND METHODS:**

**Study area and period:** The study was conducted at Navi Mumbai for 05 days.

**Study design:** A cross-sectional study was conducted to assess patient counselling and data was collected using structured questionnaire and observation checklist.

**Table 1: Counseling Survey**

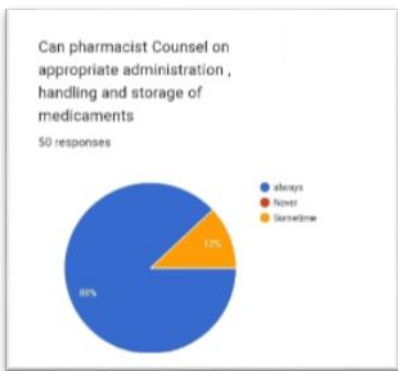
Question	Options	Response(Percentage)
Duration spent on counseling by Pharmacist?	30 sec	8.9
	1 min	35.6
	More than 1 min	8.9
Is there need of counseling by Pharmacist on the causes, symptoms & treatment of disease condition?	Always	64
	Sometime	34
	No need	2
Can Patient counseling by Pharmacist help to improve patients' health condition?	Yes	88
	No	0
	May be	12
Can counseling by Pharmacist on impact of OTC drugs on health?	Always	58
	Never	6
	Sometime	36
Can Pharmacist Counsel on appropriate administration, handling, and storage of medicaments?	Always	88
	Never	0
	Sometime	12
Can Pharmacists give education on the importance of continuous screening?	Always	56
	Never	8
	Sometime	36
Can Pharmacist counseling on regular exercise, weight control, diet, what to avoid, etc.?	Always	64
	Never	10
	Sometime	26
Can Pharmacists counseling on prescribed drugs?	Always	82
	Never	4
	Sometime	14
Can Pharmacists Promoting smoking cessation, alcohol & tobacco cessation?	Always	44
	Never	32
	Sometime	24
counseling by Pharmacist regarding appropriate time to administer each drug and regarding any missed dose?	Always	80
	Never	8
	Sometime	12
Counseling by Pharmacist regarding prevention of disease / necessary steps for prevention of disease?	Always	78
	Never	4
	Sometime	18

**RESULTS:**

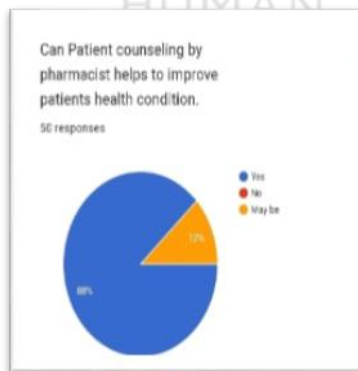
A total of 50 responses were successfully collected including the medication counseling and role of pharmacist. Out of which 28 were females and 22 were males. Most of the responds were included in the age group of 18-30 and other responds from 30 and above age group. 64 % population thought that there is need of counseling by pharmacists on the causes, symptoms & treatment of disease conditions, 88% population thought that counseling by Pharmacists helps to improve their health condition. Majority of population think that Pharmacist counsels on prescribed drugs, regarding the appropriate time to administer each drug and regarding any missed dose, regarding prevention of disease / necessary steps for prevention of disease but education on the importance of continuous screening, counseling on regular exercise, weight control, diet, what to avoid etc. is least focused area for the counseling by Pharmacist.

Through the present study, it is observed that more people things that there is always need of counseling by pharmacist maximum response shows that patient counseling by pharmacists helps to improve patients' health conditions.

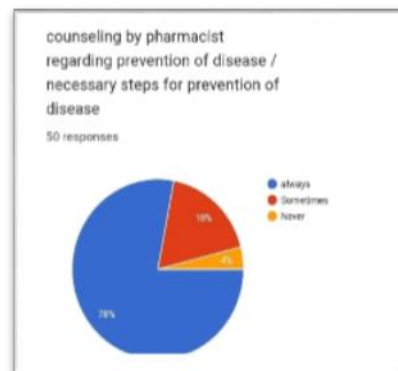
**Data analysis:** The collected data was cleared, categorized, and coded. All data were analyzed using the result obtained.



**Figure: 1**



**Figure: 2**



**Figure: 3**

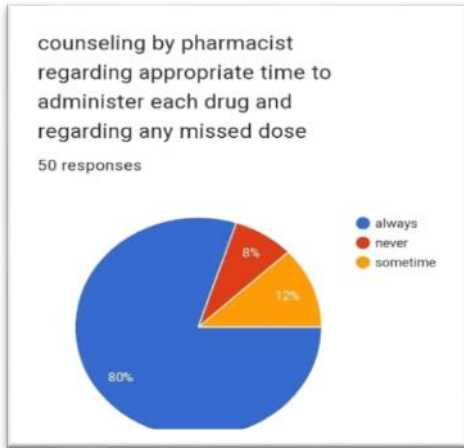


Figure: 4

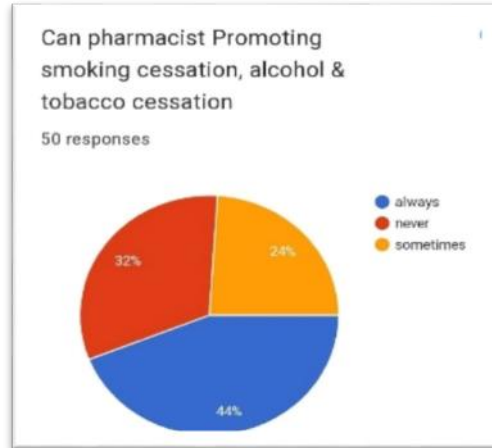


Figure:5

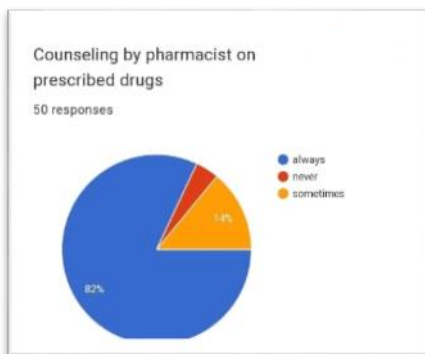


Figure: 6

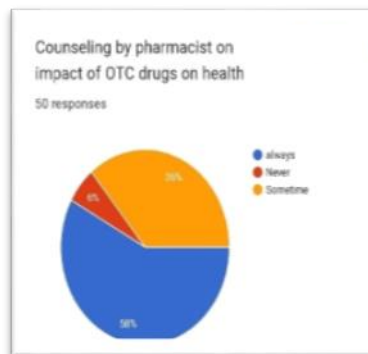


Figure:7

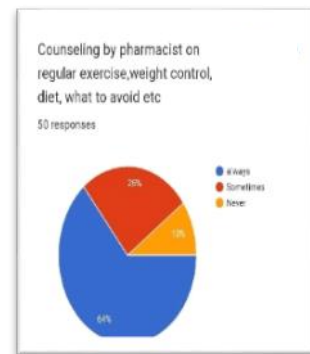


Figure: 8

## CONCLUSION:

The result of this study revealed that the overall standard of community pharmacist counseling provided to patients to improve their usage of medication and consequently their well-being was poor. It was observed that only basic information regarding how to use the medication is provided without exerting enough effort in comprehensive patient education.

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