Interprofessional Communication: Interprofessional Collaboration for Enhanced Patient Care

Facilitated by: Tom Smiley BScPhm, PharmD
Introduction of the Interprofessional Communication Initiative

• We are at forefront of positive transition to patient-focused care
• Positive collaborative relationships with local physicians is critical
• Goal is to improve patient outcomes and efficiencies within system of care
• We are counting on your enthusiastic participation!
Disclosures

• Tom Smiley, the author and facilitator of this program declares that he has no conflicts of interest to disclose.
Learning Objectives

After successful completion of this workshop pharmacists will be better able to:

• Discuss the components of effective collaborative care
• Utilize effective interpersonal communication skills
• Determine strategies for developing effective interprofessional relationships that result in improved patient outcomes
• Promote medication management and specialized pharmacist services to other members of the health care team
Interprofessionality

“A process by which professionals reflect on and develop ways of practicing that provides an integrated and cohesive answer to the needs of the client/family/population.”

• Requires a “paradigm shift”
Collaborative Care

“Collaborative care entails physicians and other providers using complimentary skills, knowledge and competencies, working together to provide care to a common group of patients based on trust, respect and an understanding of each others’ skills and knowledge.

• It involves a mutually agreed upon division of roles and responsibilities that may vary according to the nature of the practice personalities and skill sets of the individuals.

• The relationship must be beneficial to the patient, the physician and other providers.”
The “Realities” of Interprofessional Collaboration

• Need to step out of “comfort zone”
• Not all will want to take part
• Engage physicians most likely to accept invitation
  – Current relationship
  – Primary care practice
  – New physicians in community
Determinants of Successful Collaboration

• Credibility, trust and mutual respect—must be earned
• Role clarity—a need to know exactly what it is you will do to benefit physicians’ patients and make their jobs more efficient and effective
• Excellent communication—this could be verbal or written
• A willingness to collaborate—this is likely to increase as the other components of successful collaboration are fostered.
Further Defining Role Clarity

• Know the responsibilities, constraints, and limitations of one’s own role and be able to articulate how his or her work contributes to patient outcomes and team objectives.

• Be familiar with and respect the other professional’s role and contributions to patient outcomes.

• Recognize the existence of professional cultures and the impact of labelling/stereotyping.

• Understand separate and shared functions.
10 Tips for Effectively Communicating and Partnering with Physicians

1. Communicate as a colleague not as an underling.
2. Be enthusiastic, but be genuine.
3. Be prepared.
4. Ensure the physician understands WIIFM (What’s In it For Me?)
5. Be factual (evidence-based)
10 Tips for Effectively Communicating and Partnering with Physicians

6. Be a good communicator (i.e., a good listener with appropriate use of body language).

7. Be responsive and reliable, and promise only what you deliver.

8. Be succinct and respectful of the physician’s time.

9. Ask about any barriers to participation that may exist.

10. Finish the dialogue positively and discuss next steps.
Relationship Marketing

• Many have negative view of “marketing”
  – However, we are marketing ourselves every day

• “An exchange between parties in which something of value is offered for the purpose of satisfying needs and wants.”

• Relationship marketing – a series of transactions that takes place over time
“Quotes” from Physicians

• “When it comes to pharmacology, pharmacists are the experts”
• “It should be less about turf, and more about empowering patients”
  
  – Dr. Richard Tytus
  
  • Board Member Ontario Medical Association
  • Chair of eHealth for OMA, Chair Member Services OMA
  • Chair Ontario MD
“Quotes from Physicians”

• “Pharmacists have a valuable perspective and information to share. Best methods to communicate vary according to practice settings.”

• “Relationship building and respect of the value of each health professional’s input are important components towards the creation of a patient’s optimal care plan”

  – Dr. John McDonald
  
  • Lead Physician, PrimaCare FHT, Paris ON
  • Past Board Member OMA and Chair Section of Family Practice
  • Past President – Association of Family Health Teams of Ontario (AFHTO)
Options for Marketing Pharmacist Services

• Medication management—adaptation of prescriptions/medication review: optimizing drug therapy, setting patient goals and care plans.

• Provision of services secondary to specialized training – CDE, CAE

• Disease management clinics (in the pharmacy or in the physician’s professional environment).

• Ongoing marketing of new pharmacy services
  – Our group will continue to progress and offer new pharmacy services that enhance patient care.
### If the Doctor Steers Conversation to Day to Day Problems

<table>
<thead>
<tr>
<th>Communication Item</th>
<th>Physician Action</th>
<th>Pharmacist Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dosage Changes</td>
<td>Write on Rx: • Intention to change dose of Rx • Subsequent verbal changes</td>
<td>• Reinforce rationale for change to improve adherence • Update patient profile</td>
</tr>
<tr>
<td></td>
<td>communicated to pharmacist</td>
<td></td>
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<tr>
<td>Discontinued Medications</td>
<td>Write on Rx: • Intention to stop or change Rx</td>
<td>Ensure patient understands rationale for change and note D/C med as “inactive” on profile to prevent inadvertent refilling</td>
</tr>
<tr>
<td>Prescription Directions</td>
<td>Write on Rx: • Complete dosage instructions as discussed with patient</td>
<td>Reinforce physician directions and assess patient adherence</td>
</tr>
<tr>
<td>Potential Allergy</td>
<td>Write on Rx: • “Aware of interaction with _____. Will monitor.”</td>
<td>Counsel patient on potential signs of interaction; follow up with patient to determine tolerance.</td>
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| **Indication Clarification** | Write on Rx:  
• Indication for use, if possible | Note indication on prescription label and reinforce treatment goals |
| **Recommendations for patient care** | Write on Rx:  
• Treatment goals | Reinforce rationale for goals and increase patient awareness on current/target levels |
| **Rx clarification and/or pharmacist recommendation** | Respond to Rx clarification or pharmacist-initiated recommendation in a timely manner | Fax doctor using standardized Pharmaceutical Opinion Template |
| **Referral for consultation** | Refer patient to pharmacy services including med review, diabetes, education, heart health, etc. | Provide requested service in a timely manner. |
| **Information sheets.** | Write on Rx: Counselling preferred (verbal, written, both). | Pharmacist will provide counselling as requested. |
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<td>Multiple Office Locations</td>
<td>When the prescription includes several office or hospital locations, indicate where the patient was seen.</td>
<td>Ensure the correct location is entered on the patient file to facilitate future communication when needed.</td>
</tr>
<tr>
<td>Patient Annual Physical</td>
<td>When patient books an appointment, office staff suggests having a medication review with pharmacist.</td>
<td>Pharmacists conducts medication review and provides patient with accurate, up-to-date medication list, which patient takes to physician.</td>
</tr>
<tr>
<td>Patient discharged from hospital.</td>
<td>Any medication changes made during the hospitalization are readily available for the family physician to follow-up post-discharge.</td>
<td>The pharmacist reviews list of discharge medications, revises the patient’s “Best Possible Medication Record”, explains changes to the patient and/or caregiver, gives patient/caregiver a copy, and faxes a copy of the revised “Best Possible Medication Record” to the family physician.</td>
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Medication Management

• Many physicians will wonder what medication management is all about
• Extend invitation as opportunity for patient benefit and efficiencies
• Summarize objectives and components of Medication Reconciliation/Reviews
  – Accurate and up to date medication list
  – Summarize elements of medication review
• Explain prescription adaptation and pharmaceutical opinion in a positive manner
  – Also explain limitations
• Ask if physician has any questions
“Promoting Prescription Adaptation”
With Pharmacist Iris Krawchenko and Dr. Richard Tytus

• Video 1
  – What could Iris have done better?

• Video 2
  – How did Iris improve in this interaction?
Specialized Services

• Could be CDE, CAE, CGP, Travel Health or others!
• Describe certification qualifications (if physician unaware) to ensure credibility
• Discuss specifics of program (e.g., diabetes patient program) and role of credentialed pharmacist
• Stress patient care benefits
• Discuss with physician how best to collaborate for best efficiency of care
• Discuss how referral will take place
“Promoting Specialized Services”
With Pharmacist Iris Krawchenko and Dr. Richard Tytus

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Pharmacy Clinics

• Purpose of clinics may be misunderstood
  – Clarify purpose and benefit
• Speak to validity of screening tests
• Patients referred promptly where appropriate
• Apprise physicians of various clinics available (especially heart health clinic)
• Show physician examples of patient education literature and monitoring tools
• Offer pamphlets to inform patients of when clinics will be held
Interprofessional Communication Program Summary

• Patient care will be improved by pharmacist services enabled by enhanced scope of practice
• Physicians must be aware of existence and benefits of such activities
• Keys to interprofessional collaboration include credibility, trust, mutual respect, role clarity
• These can only be achieved through effective communication with physicians
• Action is imperative!