

The Pharmacy Technician and the 4 C's

Character, Commitment,
Communication, Customer Satisfaction

Presented by Claude Powell, RPh. and Priscilla Methola, CPhT
Oct. 3, 2011 at NMSHP Balloon Fiesta Meeting

Career Choices

- Hospital
- Community Practice (Retail)
- Government
- Nuclear
- Pharmaceutical Industry
- Education

Hospital Specialties

- Pharmacy Buyer - Inventory Control
- Sterile Products
- Controlled Substances
- Medication order entry
- Information Technology
- Clinical support

Character

- Ethics
- Trust
- Teamwork
- Serve the patient

Oath of a Pharmacist

- At this time, I vow to devote my professional life to the service of all humankind through the profession of pharmacy.
- I will consider the welfare of humanity and relief of human suffering my primary concerns.
- I will apply my knowledge, experience, and skills to the best of my ability to assure optimal drug therapy outcomes for the patients I serve.

Oath of a Pharmacist, continued

- I will keep abreast of developments and maintain professional competency in my profession of pharmacy. I will maintain the highest principles of moral, ethical and legal conduct.
- I will embrace and advocate change in the profession of pharmacy that improves patient care.
- I take these vows voluntarily with the full realization of the responsibility with which I am entrusted by the public.

Commitment

- Renter/Low performer
- Rent-to-own/Middle performer
- Owner/High performer

Low Performer

- **Points out problems in a negative way**
- **Positions leadership poorly**
- **Passive aggressive**
- **Thinks they will outlast the leader**
- **Says manager is the problem**

Low Performer, continued

Professionalism

Does not communicate effectively about absences from work areas. Handles personal phone calls in a manner that interferes with work. Breaks last longer than allowed.

Teamwork

Demonstrates little commitment to the work unit and the organization

Low Performer, continued

Knowledge & Competence

Shows little interest in improving own performance or the performance of the organization. Develops professional skills only when asked.

Communication

Does not communicate organizational information. Does not provide feedback.

Middle Performer

- **Good attendance**
- **Loyal most of time**
- **Influenced by high and low performer**
- **Wants to do a good job**
- **Could just need more experience**
- **Helps manager be aware of problems**

Middle Performer, continued

Professionalism

Usually adheres to unit policies concerning breaks, personal phone calls, leaving the work area, and other absences from work.

Teamwork

Committed to improving performance of the work unit and organization. May require coaching to fully execute.

Middle Performer, continued

Knowledge & Competence

Invested in own professional developments. May require some coaching to fully execute.

Communication

Usually communicates organizational information. Provides some feedback to staff.

High Performer

- **Comes to work on time**
- **Good attitude**
- **Problem solves**
- **You relax when they are scheduled**
- **Good influence**
- **Brings solutions**

High Performer, continued

Professionalism

Adheres to unit policies concerning breaks, personal phone calls, leaving the work area, and other absences from work.

Teamwork

Demonstrates high commitment to making things better for the work unit and organization as a whole.

Higher Performer, continued

Knowledge & Competence

Eager to change for the good of the organization. Strives for continuous professional development.

Communication

Consistently communicates organizational. Provides frequent feedback to staff.

Communication

Communication is a process whereby information is enclosed in a package and is channeled and imparted by a sender to a receiver via some medium. The receiver then decodes the message and gives the sender a feedback. All forms of communication require a sender, a message, and an intended recipient, however the receiver need not be present or aware of the sender's intent to communicate at the time of communication in order for the act of communication to occur. Source- Wikipedia

Communication Means

Auditory means, such as speech, song, and tone of voice

Nonverbal means, such as body language, sign language, touch, eye contact,

Media means, i.e., pictures, graphics and sound, and writing.

Verbal Communication

Speech

- Voice quality
- Emotion
- Speaking style
 - A. Rhythm
 - B. Intonation
 - C. Stress

Nonverbal Communication

Is the process of communicating through sending and receiving wordless messages Such messages can be communicated through:

- Gesture
- Body language or posture
- Facial expression and eye contact
- Object communication such as clothing, hairstyles or physical contact
- Nonverbal communication plays a key role in every person's day to day life, from employment to romantic engagements.

Gestures

Gestures. One of the most frequently observed, but least understood, cues is a hand movement. Most people use hand movements regularly when talking. While some gestures (e.g., a clenched fist) have universal meanings, most of the others are individually learned.

Posture

Posture. Obviously one can be lying down, seated, or standing. These are not the elements of posture that convey messages. Are we slouched or erect ? Are our legs crossed or our arms folded ? Such postures convey a degree of formality and the degree of relaxation in the communication exchange.

Facial Expression

Facial Expressions. A smile, frown, raised eyebrow, yawn, and sneer all convey information. Facial expressions continually change during interaction and are monitored constantly by the recipient. There is evidence that the meaning of these expressions may be similar across cultures.

Eye Contact

Looking. A major feature of social communication is eye contact. It can convey emotion, signal when to talk or finish, or aversion. The frequency of contact may suggest either interest or boredom.

Physical Contact

Physical Contact. Shaking hands, touching, holding, embracing, pushing, or patting on the back all convey messages. They reflect an element of intimacy or a feeling of (or lack of) attraction.

Communication Quotes

Communication is probably the single most important activity we do.

- The problem with communication is the illusion that it has occurred. ~

George Bernard Shaw

- Think like a wise man but communicate in the language of the people. ~

William Butler Yeats

More Quotes

- We have two ears and one mouth so that we can listen twice as much as we speak.
~ Epictetus
- Communication is the real work of leadership. ~ Nitin Nohria

More Quotes

- Good communication does not mean that you have to speak in perfectly formed sentences and paragraphs. It isn't about slickness. Simple and clear go a long way.
~ John Kotter

Communication--the human connection--is the key to personal and career success. ~
Paul J. Meyer

More Quotes

- Communication works for those who work at it. ~
John Powell
- My basic rule is to speak slowly and simply so that my audience has an opportunity to follow and think about what I am saying. ~ Margaret Chase Smith
- In the last analysis, what we are communicating far more eloquently than anything we say or do. ~ Stephen Covey

Customer Satisfaction

- **Customer satisfaction** is a business term, and it is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business.
- In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Who are our customers?

- Patients and their families and friends
- Providers
- Vendors
- Employees

A Key to Hospital Success

Organizations need to retain existing customers while targeting non-customers.

- Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

HCAHPS

The intent of the HCAHPS initiative is to provide a standardized survey instrument and data collection methodology for measuring patients' perspectives on hospital care. While many hospitals have collected information on patient satisfaction, prior to HCAHPS there was no national standard for collecting or publicly reporting patients' perspectives of care information that would enable valid comparisons to be made across all hospitals.

HCHAPS

- HCAHPS stands for *Hospital Consumer Assessment of Healthcare Providers and Systems*.
- This survey will be used to publicly report hospital performance – the quality of care as perceived by patients.
- The goal is to provide consumers with information that might be helpful in choosing a hospital.

HCAHPS Survey

The HCAHPS survey contains 18 patient perspectives on care and patient rating items that encompass eight key topics: communication with doctors, communication with nurses, responsiveness of hospital staff, pain management, communication about medicines, discharge information, cleanliness of the hospital environment, and quietness of the hospital environment.

The survey is 27 questions in length.

Impact of Improving Customer Satisfaction

Service

Quality

People

Financial

Growth

What can we do to improve?

- **Commit to excellence**
- **Build a Culture Around Service**
- **Focus on Employee Satisfaction**
- **Build Individual Accountability**
- **Recognize and Reward Success**

Patient - Specific Activities

- Rounding
- Service Recovery
- Patient callbacks after discharge

Provider and Vendor Specifics

- Acknowledgement
- How can you be of service to them
- Job duty excellence
- Recognition

Summary

- Focus and Develop your Career
- Maintain your Character
- Build and strengthen your Commitment
- Improve your Communication skills
- Become a patient advocate

