

**UNIVERSITI TEKNOLOGI MARA**

**COUNSELLING QUALITY IN COMMUNITY  
PHARMACIES**

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## **ABSTRACT**

This study assessed the patients' satisfaction with a special focus on the quality of the counselling process related to analgesic medication and to determine other factors for improvement of the counselling provided in community pharmacies. A cross-sectional descriptive design and convenience survey method were used. The participants were 52 customers of selected community pharmacies. The questionnaires consist of 10 questions were completed by the researcher. According to study results, community pharmacists should adjust more counselling to every patient's needs. Furthermore, the communication skills and pharmaceutical information are found to be important areas in patient counselling to achieve patients' satisfaction and to further improve the counselling quality.

**Key words:** community pharmacy, community pharmacist, counselling, patients' satisfaction

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The abuse or inappropriate use of medicines by self-medicating consumers is a significant problem that increases the risk of morbidity and mortality as well as health care cost (Charupatanapong N, 1994). Pharmacists play a key role in counselling patients on their medication in order to monitor the use of non-prescription medicines safely, appropriately and effectively (Braun R et al., 1994).

According to Strand et al. (1990), pharmacists in community setting can help optimize patients' outcomes by identifying, resolving and most importantly, preventing drug therapy problem since they are usually the last healthcare provider with whom a patient comes into contact before using the medication .

Generally, the roles play by community pharmacists include offering advice to patients, making suggestions about appropriate medications, reducing risk of, and detecting medication misuse and referral to other members of the primary care team as appropriate (British Association for the Study of Headache, 2000 & Fontebasso, 1999).