

Patient Communication – Assignment

Program: Pharmacy Assistant

Worth: 30% of Final Grade

Length: 1,000–1,200 words

Format: 12-point professional font, double-spaced

References: Minimum 2 professional sources (e.g., College of Pharmacists of BC, pharmacy communication texts, course materials)

Assignment Title:

Professional Communication in Community Pharmacy Practice

Purpose

This assignment evaluates your ability to apply effective communication skills within the **scope of practice of a Pharmacy Assistant** in British Columbia.

You will demonstrate:

- Professional verbal and non-verbal communication
 - Patient-centered care principles
 - Confidentiality and ethical practice
 - De-escalation of difficult situations
 - Interprofessional collaboration
 - Cultural competency
 - Stress management in a pharmacy setting
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Part 1: Pharmacy Case Study (50 marks)

Choose **ONE** of the following pharmacy-based scenarios:

Scenario A: Angry Patient About Prescription Delay

A patient arrives to pick up their prescription and is told it will take another 20 minutes due to a backlog. The patient becomes upset and says, "This pharmacy is always slow. This is ridiculous."

Scenario B: Confidentiality Challenge

A patient's spouse calls and asks for detailed information about their partner's medications. The patient has not provided consent on file.

Scenario C: Cultural & Language Barrier

A patient picking up a new medication appears confused and speaks limited English. They nod politely but do not appear to fully understand the instructions.

Scenario D: Interprofessional Tension

You notice a pharmacist correcting a technician sharply in front of a patient, and the patient looks uncomfortable. You are asked to continue assisting the patient.

In your response, address the following:

1. Identify the key communication issue.
2. Describe how you would respond verbally (exact phrases encouraged).
3. Explain your non-verbal communication approach.
4. Explain how you would remain within your scope of practice as a Pharmacy Assistant.
5. Describe how you would ensure confidentiality and professionalism.
6. Explain how you would manage stress in the moment.
7. Describe what documentation (if any) would be appropriate.
8. Explain when and how you would involve the pharmacist.

Part 2: Professional Written Communication (20 marks)

Choose ONE:

- Write a professional pharmacy chart note documenting the interaction
OR
- Write an internal communication memo to the pharmacist
OR
- Draft a professional follow-up message to a patient (within scope)

Your writing must demonstrate:

- Professional tone
 - Clear and objective language
 - Confidentiality compliance
 - No personal opinions or judgment
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Part 3: Reflection (20 marks)

(400–500 words)

Reflect on:

- The importance of patient trust in pharmacy settings
 - How pharmacy assistants contribute to patient-centered care
 - The impact of communication on medication safety
 - Cultural sensitivity in pharmacy practice
 - Stress management strategies for pharmacy staff
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Part 4: Evidence-Based Support (10 marks)

Include at least **2 professional references**, such as:

- College of Pharmacists of British Columbia standards
 - NAPRA guidelines
 - Course textbook
 - Peer-reviewed article on healthcare communication
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Marking Rubric (100 Marks Total)

Criteria	Excellent	Good	Satisfactory	Needs Improvement
Case Analysis (30)	Clear understanding of pharmacy communication challenges; strong patient-centered approach	Good analysis; minor gaps	Basic understanding	Incomplete or inaccurate
Verbal & Non-Verbal Skills (20)	Professional language; realistic phrases; strong de-escalation	Mostly appropriate	Limited depth	Inappropriate or unclear
Scope of Practice Awareness (10)	Clearly identifies role boundaries and pharmacist involvement	Minor clarification needed	Some confusion	Outside scope
Confidentiality & Ethics (10)	Fully aligned with BC pharmacy standards	Mostly correct	Basic understanding	Ethical errors
Written Communication (20)	Documentation-quality; professional tone	Minor issues	Some clarity problems	Unprofessional
Reflection (10)	Insightful; integrates course concepts	Thoughtful	Basic	Superficial
References (10)	2+ strong professional sources; integrated	Meets minimum	Minimal integration	Missing/incorrect