SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

# ROLE OF PHARMACIST IN PATIENT COUNSELLING

**Shubham S Kharat, Abhijeet Rathod, Pooja M Korde**

**ABSTRACT**

*A patient counselling is needed for better patient compliance medication adherence and achieving therapeutic outcomes. The objective of the study was to assess form the pharmacist counselling practice from the patient perspective. To know the uses of drug, patient must be educated by the pharmacist about the right use of medicine. The important goal of patient counselling is that the rational use of medicine in daily life. In this method, a set of self-designed questionnaire was prepared to evaluate the knowledge of patient regarding their disease, medication and life style.*

*The practice of pharmacy and the idea of pharmacological treatment are both rapidly changing all around the world. Additionally, because of his technical and professional understanding, the pharmacist's role in advocating rational and cautious use of medicine is becoming more crucial. It is well established that patients who are knowledgeable about c p h their drugs and how to take them obtain safe and effective treatment, effective medical care. In addition to the many technical tasks carried out behind the counter, therapeutic pharmacists frequently meet with patients and help with clinical therapies. Giving the patient or their representative a medicine kit alone is insufficient; also, the right medication must be given to the right person with the right information.*

**KEYWORDS:** *Patient counselling, Pharmacist, barriers, historical development, features, communication skill.*

## INTRODUCTION

Patient counselling is defined as an interactive session designed to educate the patient about the medication by providing incomplete information and identifying and removing barrier to appropriate therapy. Participation by the patient is the important for an effective counselling. The information and the advice is given by pharmacist directly to the patient or to the patient's representive and may also include information about the patient illness or recommended life cycle changes. When we are summoned to the counseling area, a fresh scenario comes to light that needs to be carefully examined in order to deliver useful knowledge. We must watch the patient's nonverbal clues as we approach the counter to identify any barriers to communication that must be removed. The patient needs to be aware of how important medication is to his entire health. It's important to establish a business relationship that enables continuing interaction and consultation. It's critical that individuals have a better understanding of how to manage the adverse effects and drug interactions associated with prescription medications. The patient develops into a knowledgeable, effective, and active participant during disease treatment and selfcare management. Avoiding medication interactions and potentially dangerous drug responses is important, and the pharmacist should be regarded as a specialist in pharmaceutical care. Become more capable of making well-informed choices regarding medication compliance and adherence. Enhance your stress management strategies.

## HISTORICAL BACKGROUND

In 1996, for the first time, a separate patient center was established in government medical college, Trivandrum. Starting of patient counselling center was one of the specified objectives of starting the department, the patient counsel center was first started in separate open area of the community pharmacy.

- **RECENT DEVELOPMENT**

Despite the above mentioned some pha18rmacist in community pharmacist are showing interest in educating their patient about medicine uses.

- **COUNSELLING PROCESS USE FOLLOWING:**

**VERBAL COMMUNICATION**



**fig:** verbal communication

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

1. Language
2. Tone
3. Volume
4. Rate of speed

**NON VERBAL COMMUNICATION**

1. Body language
2. Movement
3. Proximity
4. Eye contact
5. Facial expression

**QUALTIES OF GOOD COUNSELLOR**

- Be a good listener
- Be a flexible
- Behavior
- Be an empathetic
- Be a tolerant
- Communicate confidentially




**fig:** qualities of good counsellor.

- **STEP DURING PATIENT COUNSELLING**

**Following are the steps to be the follow during patient counselling.**

1] Preparing for the session
2] Opening of the session
3] Content of the session
4] Process followed
5] Conclusion of the session

**TEN FEATURES OF EFFECTIVE PATIENT COUNSELLING**

- stablish trust.
- Communicate verbally.
- Communicate nonverbally.
- Listen carefEully.
- Ask question.
- Remain clinically objectives.
- Show empathy and encourage patient.
- Provide privacy and confidentially.
- Tailor counselling to meet patient needs.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

- Motivate patient.



fig: feature of pharmacist.

**SPECIAL CASE**

- Everyday new opportunity arises for pharmacist to interact with customer and insured that the public they serve is advised and educated properly regarding medication.
- This is not only applies to patient prescription but also to the OTC medication and DME device and equipment that the patient used.
- The public has a right to the latest and most up to date information to ensure that they get the best therapeutic result possible plus get the most value for their healthcare dollars.
- Example of patient counselling by pharmacist to help their patient are everywhere.

**TEN FEATURES OF EFFECTIVE PATIENT COUNSELLING**

- Establish trust.
- Communicate verbally.
- Communicate nonverbally.
- Listen carefully.
- Ask question.
- Remain clinically objectives.
- Show empathy and encourage patient.
- Provide privacy and confidentially.
- Tailor counselling to meet patient needs.
- Motivate patient.

**BARRIERS**

❖ **BARRIERS CLASSIFIED AS:**

- Patient based barriers
- Provider based barriers
- System based barriers

**01. PATIENT BASED BARRIERS**

- Unaware that pharmacist may provide counselling and generally ask their prescriber about medication use.
- Language difference.
- Gender difference.
- Lack of time.

**02. PROVIDER BASE BARRIERS**

- Lack of confidence.
- Lack of knowledge.
- Lack of counselling skills.
- Heavy patient flow for prescription filling.
- Lack of time.

**03. SYSTEM BASED BARRIER**

- Counselling not being mandatory legal requirement.
- Pharmacist are not entitled to charge for dispensing or counselling.
- Lack of privacy.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

❖ **STRATEGIES TO OVERCOME BARRIERS**

**Provider based barriers are easy to overcome by:**

Updating their knowledge and counselling skill.

- Developing confidence.
- Encouraging individual's patients to ask questions.
- Used multimedia material.
- Providing oral as well as written material requirement (PIL).
- Incentive to counsellor.
- New legislation to include counseling as mandatory.

**Traditional Roles of Pharmacists**

**1. Dispensing Medications**

Pharmacists have long been responsible for accurately preparing and dispensing medications prescribed by physicians. This includes verifying prescriptions, ensuring the correct dosage, and packaging the medications appropriately for patient use.

**2. Compounding Medications**

In earlier times, pharmacists were heavily involved in the compounding of medications, which involved the preparation of customized medications by combining or altering ingredients to fit the specific needs of individual patients.

**3. Medication Supply Management**

Pharmacists traditionally have the responsibility to maintain an adequate supply of medications in their pharmacies. They manage the inventory, ensuring medications are stored correctly and are within their expiration dates.

**4. Patient Counseling**

While dispensing medications, pharmacists also provide basic patient counseling, informing patients about their medications' proper use and possible interactions with other drugs. This role has been essential for ensuring medication adherence and minimizing adverse effects.

**The Role of Pharmacists in Multidisciplinary Teams**

Pharmacists bring their expertise in pharmacology, medication management, and patient counseling to multidisciplinary teams. Their roles in such teams include:

**A. Medication Expert:**

Therapeutic Decision-Making: Pharmacists provide recommendations on medication selection, dosing, and administration, ensuring that the chosen therapy is both effective and safe for the patient. This is especially critical in complex cases where polypharmacy (multiple medications) is involved.

Drug Interaction Prevention: Pharmacists review patients' medication lists to detect potential drug-drug, drug-food, or drug-disease interactions that may lead to adverse effects.

**B. Medication Reconciliation:**

Pharmacists are responsible for conducting medication reconciliation at key transition points in care, such as hospital admission, transfer, and discharge. This ensures consistency in the medications patients receive, preventing medication errors, omissions, duplications, or inappropriate therapies.

**C. Chronic Disease Management:**

Pharmacists assist in managing chronic conditions like diabetes, hypertension, asthma, and cardiovascular diseases by optimizing medication regimens, ensuring adherence, and monitoring therapeutic outcomes. In some cases, pharmacists may have collaborative prescribing authority to adjust medication doses or therapies.

**D. Educators and Counselors:**

Pharmacists educate both patients and healthcare team members on proper medication use, potential side effects, and the importance of adherence. They also offer counseling on lifestyle changes, the use of medical devices (e.g., inhalers, and insulin pens), and the management of side effects.

**E. Pharmacovigilance and Safety Monitoring:**

As part of the healthcare team, pharmacists monitor and report adverse drug reactions and side effects, contributing to ongoing pharmacovigilance efforts. This allows for timely interventions and adjustments to therapy to avoid harm.

**Pharmacist-Patient Interaction**

**Improved Medication Adherence:** One of the most significant roles of the pharmacist is ensuring that patients take their medications correctly. Through regular interaction, pharmacists educate patients on the importance of adherence, the correct use of medications, and strategies to overcome challenges (e.g., side effects or complex dosing regimens).

**Patient Education:** Pharmacists educate patients about their health conditions, treatment options, potential side effects, and lifestyle modifications. This empowers patients to make informed decisions about their health and medications.

**Building Trust:** A strong, trusting relationship between pharmacists and patients enhances communication. Patients are more likely

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

to disclose relevant information about their health, allowing pharmacists to provide better care.

**Communication Skills:** Effective pharmacist-patient interaction relies heavily on the pharmacist's communication skills. Pharmacists must be able to explain complex medical information in simple, understandable terms, tailoring their communication style to meet the patient's needs.

**Active Listening:** Pharmacists need to actively listen to patients' concerns, questions, and symptoms. This helps in identifying issues such as medication side effects, adherence challenges, or potential drug interactions.

**Literature Review**

- Chavhan R.B. (2023)
- Pharmacists improve patient outcomes by providing counselling on drug use, side effects, and adherence. The study highlights that counselling enhances safe medication use and patient satisfaction.
- Kasar P.M., Salunke C.S., Patil K.P. (2023)
- Pharmacist counselling helps patients understand medication, disease condition, and lifestyle modification, improving compliance and therapeutic success.
- Othman M.I. et al. (2023)
- Study highlights communication barriers in counselling and emphasizes the need for better pharmacist–patient interaction to ensure safe drug use.
- Abualhasan M. et al. (2023)
- Pharmacists play a crucial role in educating patients about drug–food interactions and safe medication practices, improving treatment effectiveness.
- Paudyal V. et al. (2024)
- Clinical pharmacists are increasingly involved in structured patient counselling and medication management, improving healthcare quality.
- Chavhan R.B. (2024)
- Pharmacists ensure safe and rational drug use by educating patients about dosage, side effects, and proper administration.
- Katore P.N. (2025)
- Pharmacists play a key role in patient education, therapy monitoring, and counselling, ensuring better clinical outcomes.
- Roter DL et al. 1995

Al though focused broadly on communication, the study supports the importance of counselling (including by pharmacists) in improving patient satisfaction and compliance.

- Suresh Nagavi BG et al. 2002:

Emphasizes the expanding role of community pharmacists in India and the need for structured counselling practices.

- Machado M et al. 2007

Demonstrates that pharmacist-led counselling significantly improves clinical outcomes in chronic diseases.

- Kohn LT et al. 2000

Highlights the importance of communication and counselling in reducing medication errors.

- Roger Walker and Clive Edwards 2003

Covers fundamentals of pharmaceutical care with emphasis on patient counselling responsibilities.

- Hayley Blackburn et al. 2013

Focuses on how counselling and communication improve adherence.

- Kimberly A. Galt et al. 2014

Demonstrates improved adherence and patient understanding due to pharmacist counselling.

**AIM & OBJECTIVE:-**

**1] AIM**: ROLE OF PHARMACIST IN PATIENT COUNSELLING

**2] OBJECTIVES**

. 1. Patient should recognize important of medication for is wellbeing. A working relationship and foundation for continuous reaction and counselling should be established.

2. Patient understanding of strategies to deal medication side effect and drug interaction should be improved. Should be ensured better patient compliance.

3. The pharmacist should be perceived as professional who offer pharmaceutical care.

4. Drug interaction and adverse drug reaction should be prevented patient recognize the importance of medication for his wellbeing.

5. A working relationship and the foundation for continuous reaction and counsel should be established.

6. Patient understanding of strategies to deal with medication side effects and drug interaction should be improved. Should ensure better patient compliance.

7. Pharmacist inform patient whether or not prescription is to be refilled it depend on upon whether the drug need short term therapy

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

or long term therapy.
8. Time of administrating a drug must be instructed by the pharmacist advice must be given to the drug with food, without food or with milk, juice or water.
9. informing the patient prior about their disease management and also self care treatment.
10. Making patient understand about their medication, side effects and also drug interactions.

❖ **PLAN OF WORK**

Topic selection
↓
Historical background
↓
Step during during patient councelling
↓
Preaparing for the session
↓
Process of patient councelling
↓
Effect of patient councelling
↓
Conclusion
↓
Summary
↓
Reference

## MATERIAL AND METHOD

- **Materials**

The following materials were used during the study:
Structured questionnaire for patients.

- Pharmacist interview form.
- Patient information leaflet.
- Consent form.
- Prescription records.
- Data collection sheets.

- **Method**

**1. Data Collection Method**

Data collection is the process of gathering information for research, surveys, healthcare studies, or patient assessment.

**Evaluation**

The pharmacist explains the correct dose, timing, method of taking medicines, possible side effects, precautions, and storage conditions.
Proper counselling improves patient understanding, increases medication adherence, and reduces medication errors.
The pharmacist also checks for drug interactions, allergies, and contraindications before dispensing medicines.
By communicating clearly and answering patient questions, pharmacists build trust and encourage patients to follow their treatment plans correctly.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

In chronic diseases such as diabetes, hypertension, and asthma, pharmacist counselling helps patients manage their condition better and improves health outcomes.

Pharmacists also provide lifestyle advice related to diet, exercise, smoking cessation, and alcohol use when necessary.

Therefore, patient counselling is an essential professional responsibility of pharmacists that promotes rational drug use, patient safety, and better quality healthcare.

## RESULT AND DISCUSSION

### ❖ Result

The study on the role of pharmacists in patient counselling showed positive outcomes in patient care and medication management.

**Key Results**

Patients gained better knowledge about their medicines.
Medication adherence improved after counselling.
Reduction in medication errors and adverse drug reactions was observed.

### ❖ Discussion

- Patient counselling is an essential responsibility of pharmacists and plays a major role in improving therapeutic outcomes.
- **Importance of Pharmacist in Counselling**
- Pharmacists act as accessible healthcare professionals who provide accurate drug information.
- Proper counselling ensures safe and effective use of medicines.
- It helps patients understand the importance of adherence to prescribed therapy.

## CONCLUTION

Patient counselling is an essential component of clinical pharmacy practice in hospital and community pharmacist setting. Counselling enhance the patient understanding of their illness and its treatment and may improve adherence and therapeutic outcome. It allows pharmacist to gain first-hand knowledge of medication use from the patient perspective. The future of pharmacist-patient interaction is characterized by greater collaboration, personalized care, and technological integration. Pharmacists are expected to take on more clinical roles, leveraging telepharmacy, digital health tools, and precision medicine to enhance patient outcomes. As the healthcare landscape evolves, pharmacists will play an increasingly central role in the management of chronic diseases, preventive care, and patient education, contributing to a more patient-centered, accessible, and effective healthcare system. Pharmacist-patient interaction is fundamental to effective healthcare delivery. It improves medication adherence, reduces the risk of medication errors, and leads to better chronic disease management. Pharmacists, as accessible healthcare providers, play a key role in educating and empowering patients, enhancing the overall quality of care and patient satisfaction. By adopting personalized, empathetic, and culturally sensitive approaches, pharmacists can foster trusting relationships with patients, ultimately leading to better health outcomes.

## REFERENCE

1. *Wilson-Barnett J (1988) Patient teaching or patient counselling? J Adv Nurs 13: 215–222.*
2. *Laif F, Ahmad R, Naqvi A, Ahmad N (2017) Pharmacist perceived barriers to patient counseling; a study in eastern region of Saudi Arabia. J Pharm Res Int 19: 1-12.*
3. *Mohiuddin AK (2018) Patient counseling: a complete guide for compliance. J Appl Pharm Sci Res 1-0.*
4. *Rantucci MJ, Hattingh HL, Emmerton L, Ng Cheong Tin P, Green C (2016) Utilization of community pharmacy space to enhance privacy: a qualitative study. Health Expectations 19: 1098-1110.*
5. *Hattingh HL, Emmerton L, Ng Cheong Tin P, Green C (2016) Utilization of community pharmacy space to enhance privacy: a qualitative study. Health Expectations 19:1098-1110.*
6. *Dol H, Jadhav S, Pisal M (2015) Emerging Trends in Patient Counselling: Current Scenario. Int J Pharm Pharm Sci 7: 65-68.*
7. *Adepu, Nagavi BG (2009) Attitudes and behavior of practicing community pharmacist towards patient counseling. Indian J Pharm Sci 71: 285.*
8. *Sekhar S, Abraham S, Revi kumar KG (2008) Emerging Trends in Practice of Patient Counselling Indian Scenario. Indian J Pharm Sci 1*
9. *Deshpande P, Rao E, Regmi B, Nirojini P, Vantipalli R, et al. (2015) Clinical pharmacists: The major support to Indian healthcare system in near future. J Pharm Bioallied Sci 7: 161.*
10. *Sudulaguntla A, Baby E, Philip FM, John LM (2018) A review article on effective patient counseling. Res Rev J Pharm Sci 9: 12-17*
11. *textbook of pharmacy practice by Dr. Adikrao V.Yadav, Ashwini S.Dubal*
12. *A text book of Pharmacy Practice by DR. M.R. Patel*

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 5 | May 2026 - Peer Reviewed Journal

13. *Amit A. Ahir, Prasad V. Patrekar, Sachin S. Mali, A Review:*
14. *Patient Counselling Current Scenario, International Journal of Institutional Pharmacy and Life Sciences.*
15. *Islets: B brown ,L, patient assessed and consultation, In, Baredi Kroon L, Newton ,g, et, al Handbook of non – prescription drugs 15 th edition Washington DC American pharmacist association 2006*
16. *Anusha sudulgantla, Elizabeth baby – A review article on patient counselling research and review: A journal of pharmaceutical sciences.*
17. *Baker D,Hasnian- wyniaR,kandulaN, thompson J brown Attitude towards health care professional collecting information about patients race, ethnicity and language, Medical .*
18. *Sunita pawar,KaveriD lothande; effect of pharmacist mediated patient counselling in hypertension in terms of knowledge ad compliance and life style modification.Int J pharm sci.2014; 6(4): 277-280 page, vol 6,issue 4.*
19. *Thanveer vk,Mrs Dhanishap,Hemna – Impact of use of patient counselling in diabetic patients – A review , International journal of pharmaceutical research and application,*
20. *Gowtham dev, Vinny Narayan – Understanding geriatric counselling ; The scope of inclusion in India's health context , International journal of geriatric nursing,vol 1,issue 4,2021.*