

Person-centered communication in pharmacies: A co-created Motivational Interviewing course

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Background:

Numerous interventions have been described to enhance medication safety and adherence in pharmacies. A key element is person-centred communication, employing strategies such as Motivational Interviewing (MI). In Norway, there is a need for a service tailored to support the safe use of medications for chronic diseases. To succeed, pharmacists' communication skills must first be strengthened.

Aim:

This study aimed to develop a course on MI adapted for pharmacists working in community pharmacies, to enhance their person-centred communication skills.

Method:

A co-creation design, modified from the Design Thinking approach, was used. Participants included pharmacists, researchers, educators, and a patient co-researcher. The learning activities were collaboratively developed through an iterative process. T.K. adapted the activities to an online learning platform. Six pharmacists evaluated the prototype.

Results:

The MI learning approach featured a stepwise design with gradual progression in knowledge and skills, defined in two modules with specific learning outcomes. Both modules included asynchronous online learning activities across six units. Module 1 featured an online synchronous workshop, while Module 2 included a physical workshop. Online activities involved video podcasts, literature, reflection assignments, and quizzes. Workshop activities included skills training through role-plays, demonstrations, feedback, reflections, and discussions. During the course, the pharmacists practised their skills in the real-life pharmacy setting.

Discussion:

An MI learning intervention for pharmacists has been developed, incorporating online learning and skills training in workshops. The co-creation design was crucial in ensuring that the learning strategies were adapted to the target group and pharmacy practice.