



A Summary of Some Pharmacy Workshops Available from Pfizer

Building a Healthy Partnership with GPs

Training will explore how to enhance and build upon relationships with your GPs and how to extend these beyond your local practice.

The workshop helps develop a number of skills including:-

How to overcome the barriers and assumptions that prevent constructive relationships and overcoming blockades to discussion.

Discussing benefits rather than features and how to help create interest in your proposals.

Tools for preparing for meetings and aiding generation of mutually beneficial outcomes.

Sensitive Subjects

Investigating what judgements and prejudices might be preventing pharmacists from effective interaction with some patients.

Knowing how to approach and what to say to patients with delicate & embarrassing health issues.

Techniques for opening, exploring and closing sensitive conversations; thus helping to create more trust and ease, around 'sensitive' subjects.

Building Confidence in MURs

Pharmacists can observe trained facilitators performing a poor MUR.

Learning by seeing the pitfalls and then how poor counselling can be corrected.

Communications skills explored include learning how to engage patients, dealing with difficult questions, knowing how to build rapport, eliciting relevant information from patients, checking for understanding and a "top-tips" session where participants can share what has worked well in MURs which they have undertaken.

Confident Conversations

Through interactive processes pharmacists can expand their range of working styles and take on the difficult conversations which can occur in the working environment. Understanding that it is not only the contents of conversations but also how they are verbalised, that can help make a real difference to the quality of patient interaction.

Participants are encouraged to contact another participant, following the workshop, to assess the impact of learning in their everyday practise.

Other Workshops may be created to address specific customer needs.

Please discuss with your Commercial Account Manager, Local Account Manager or Network Manager.