



Over the Counter Products
Frys Conference Ctr
Wed 23rd July 2014

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CPPE

Housekeeping

- Comfortable
- See and hear
- Fire alarm & exits
- Toilets
- Phones and devices



Ground rules

- Arrive on time, start on time
- Take part to the best of your ability
- Listen actively
- Share your own experiences
- Respect others opinions and treat others' contributions with respect
- Allow others chance to speak
- Keep side conversations to a minimum
- Maintain confidentiality within the group
- Finish on time

Aim

To consider the identification of OTC medicine misuse and equip you with the skills to intervene confidently and effectively in such situations.

Agenda

- Identifying possible unintentional or intentional OTC medicine use
- Professionalism and the need to intervene
- Dealing with difficult conversations and discussions
- Practice scenarios
- Next steps
- Close

Potential risk factors for people developing misuse problems with OTC medicines

- People with a history of problematic alcohol or drug use
- People with mental health problems
- People with a history of pain
- People who have spent time in a secure environment
- Women approaching or going through the menopause
- Difficult life events
- Recent illness or trauma

Identifying misuse problems with OTC medicines

Examples:

- nervous behaviour
- emotional volatility
- impatient or aggressive
- evidence of poor response to medicines
- purchasing patterns – quantities/frequency
- lack of symptoms
- rehearsed answers
- signs or symptoms of intoxication
- opportunistic

Sales or supplies of pseudoephedrine or ephedrine

Medicines ethics and practice:

Suspicious can be reported to your local
GPhC inspector, local controlled drugs
liaison police officer or accountable officer.

SIGNS OF POSSIBLE MISUSE

The following signs in combination can be useful for identifying when a request is more likely to be suspicious:

- **NERVOUS OR GUILTY BEHAVIOUR** – avoiding eye contact, appearing to be uncomfortable answering questions, unusually timid
- **LACK OF SYMPTOMS** – not suffering from cough, cold or flu symptoms, or unable to describe these in the patient if buying for someone else
- **REHEARSED ANSWERS** – gives answers that appear to be rehearsed or scripted
- **IMPATIENT OR AGGRESSIVE** – in a rush or hurrying to complete the transaction
- **OPPORTUNISTIC** – waiting for busy periods in the shop or until less experienced staff are available
- **SPECIFIC PRODUCTS** – wants certain brands that contain only pseudoephedrine or ephedrine
- **PARAPHERNALIA** – wishes also to purchase other items which can be used to manufacture methylamphetamine (e.g. lithium batteries, chemicals such as acetone)
- **QUANTITIES** – requests large quantities
- **FREQUENCY** – makes frequent requests

Sales of codeine and dihydrocodeine

Medicines ethics and practice:

The RPS recommends that only one pack of OTC medication containing codeine or dihydrocodeine should be sold at a time

Professionalism and the need to intervene

CPPE 




Which of the following statements best describes what professionalism means to you?


- Demonstrating a professional approach in day-to-day duties
- Maintaining a high standard of ethics, behaviour and practice
- Delivering excellent service to patients


question 1 of 1

next >>



 10%
Demonstrating a professional approach
in day-to-day duties

 76%
Maintaining a high
standard of ethics, behaviour and practice

 14%
Delivering excellent service to patients
from 194 responses

Dealing with difficult conversations and discussions

A difficult discussion is:

‘a discussion where our personal, social or moral perspective prevents us from communicating effectively’



Dealing with difficult conversations and discussions

- Sometimes our own values, attitudes and beliefs can make a discussion difficult and by being aware of these we can ensure they do not affect our discussions with patients or customers
- Patients should be your first priority
- Any communication with a patient or customer should reflect a patient-centred approach

Practice scenarios - what will you say and how will you say it?

- Pharmacy team member
- Customer
- Observer
- 5 minutes role play
- 5 minutes feedback

Observer feedback

How well did the pharmacy team member:

- Greet the customer?
- Building rapport?
- Use appropriate questions?
- Use sensitive language?
- Demonstrate warmth?
- Demonstrate a non-judgmental attitude?
- Ask open questions?
- Check understanding at each stage?
- Minimise embarrassment?

Dealing with difficult conversations or discussions

- **Build rapport**
 - listen
 - give positive feedback
- **Raising difficult issues**
 - effective communication and consultation skills
 - tell the person you are raising the issue
 - use open questions
 - avoid judgement
 - raise potentially sensitive issues once rapport has been established
- **Dealing with resistance**
 - try a different strategy

Next steps

CPPE programmes

- Addiction, misuse and dependency: A focus on over-the-counter and prescribed medicine (in conjunction with the RCGP)
- Dealing with difficult discussions
- Professionalism : a CPD programme for pharmacy technicians (access via CPPE website)
- Consultation skills for pharmacy practice



Questions?

CPPE printed open learning materials

- We are changing the way we develop and deliver our A4 printed open learning programmes. From 1 September 2014 you will no longer be able to order individual copies of our printed open learning programmes.
- Please take a look at www.cppe.ac.uk/openlearning and order any printed copies you would like now.

Next Avon LPC events

Topic TBA

- Wed 17th Sep Engineers' House, Bristol
- Wed 24th Sep Fry's Conference Centre, Keynsham

Parkinson's Disease (joint CPPE event)

- Wed 19th Nov Engineers' House, Bristol
- Wed 26th Nov Fry's Conference Centre, Keynsham

Next CPPE events

See with compliments slips

- **Getting to know CPPE**, Bristol Wed 3rd Sep
- **Dementia friends and focal point**, Bristol Thu 18th Sep
- **Antibacterials - focal point**, Bath Wed 24th Sep, Bristol Thu 6th Nov
- **Consultation skills: meeting the new practice standards for pharmacy**, Bath Wed 8th Oct, Cheltenham Thu 20th Nov
- **Supporting your patients to make the most of their medicines** - a pharmacy technician learning event, Swindon Tue 4th Nov
- **Depression - focal point**, Tue 2nd Dec Bath
- **Medicines optimisation at the primary/secondary care interface**, Thu 4th Dec Bristol.

And more events available for booking from Jan to Mar 2015 at www.bit.ly/swcppe



Thank you – have a safe journey
home

See you at another event soon!