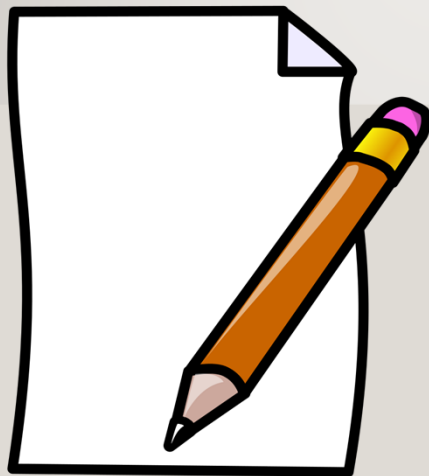


# “IMPROVING COMMUNICATION SKILLS AMONG PHARMACY STAFF”

---

Angela Westdorp, CPhT, RPT  
Inventory Control Specialist  
North Port Emergency Care Center  
Sarasota Memorial Healthcare System  
North Port, FL

1

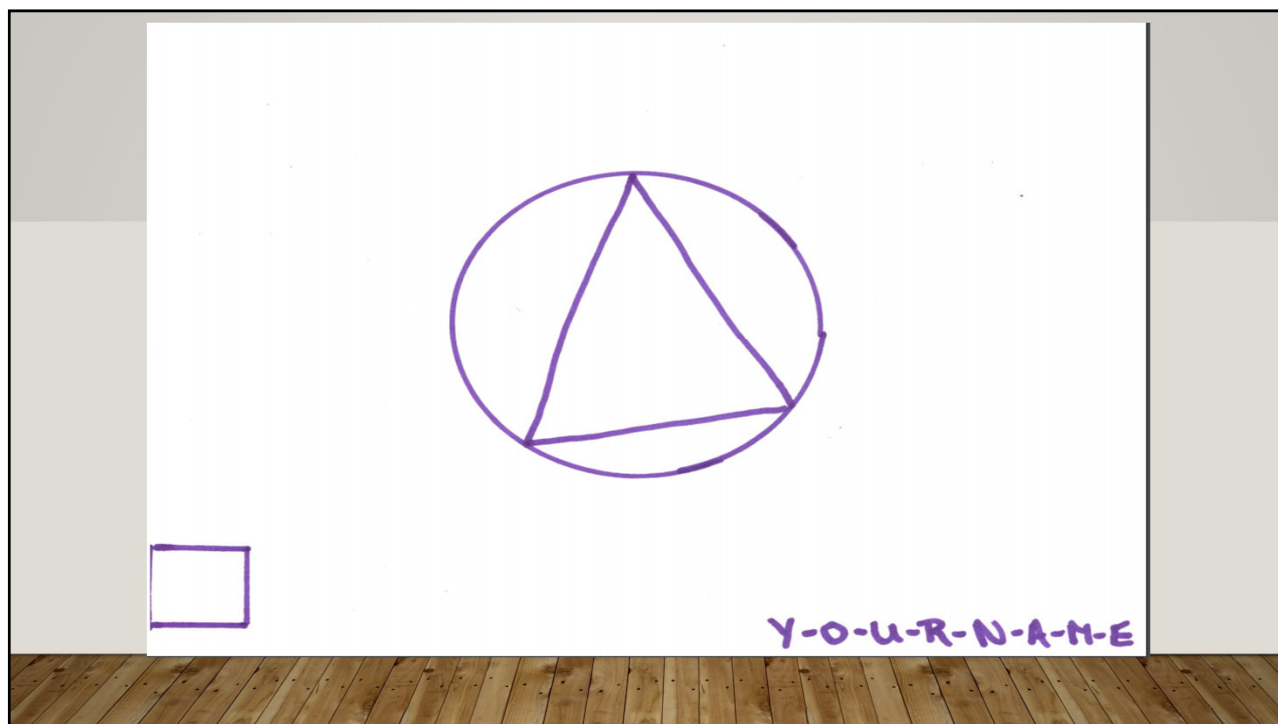


## INTERACTIVE ACTIVITY

---

- Needed Supplies:
  - Paper
  - Pencil

2



3

## LEARNING OBJECTIVES:

---

- 1) What Is Effective Communication?
- 2) Why Is It Important?
- 3) How Does It Apply To Pharmacy?
  - a) Departmental Success
  - b) Employee Morale
  - c) Overall Teamwork

4

## NEEDS ASSESSMENT STATEMENT

---

As Pharmacy Buyers, we have a job different than anyone else in the Pharmacy. It is important for us to remember that we need help from the entire team to make our job go smoother for all.

Evaluations from previous conferences have noted that Pharmacy Buyers often struggle with managing and responding to the variety of co-workers they need to work with in the Pharmacy and in the hospital. Newer buyers may be intimidated by certain health professionals.

No two individuals think alike or have the same opinions. Some are even brought up to think or act a certain way-there are definitely barriers. However, with Effective Communication, individuals are able to come together as a team and create a lasting bond that promotes departmental success.

5

*No matter what job you have in life,  
your success will be determined 5% by  
your academic credentials, 15% by your  
professional experiences, and 80% by  
your communication skills.*

-Stephen Wang

6

## WHAT IS EFFECTIVE COMMUNICATION?

- Communication between two or more individuals with the purpose of delivering, receiving and understanding the message.
- Information sharing between team members that relays what you want to say in a way your team can interpret it.



7



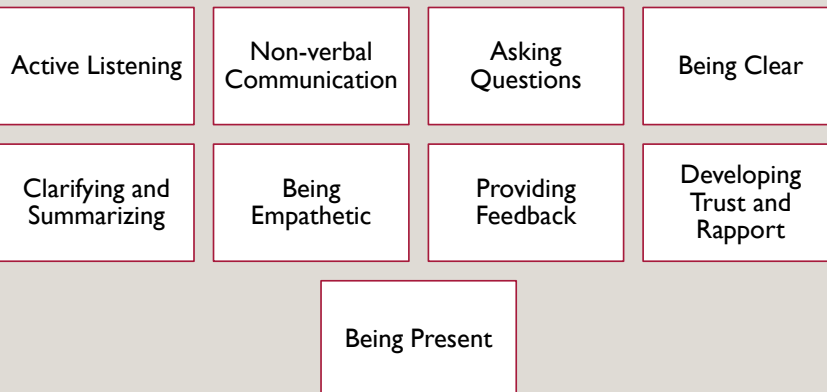
8



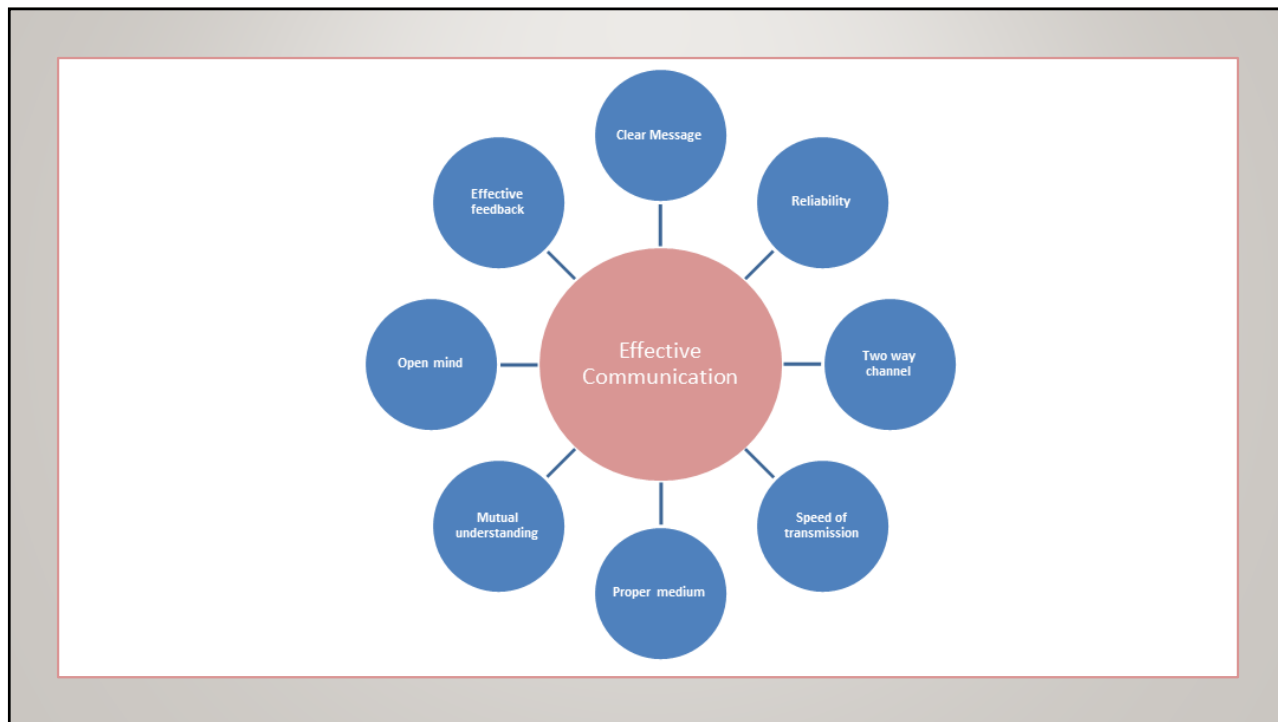
9

## EFFECTIVE COMMUNICATION SKILLS

---



10



11

## WHY IS IT IMPORTANT?

- Integral part of department success and company success.
  - Increases overall productivity
  - Creates a strong team and boosts teamwork
  - Streamlining information
  - Reduces mistakes and improve safety
  - Increases employee engagement
  - Reduces turnover
  - Improves interdepartmental collaboration
  - Drives knowledge sharing and innovation

12

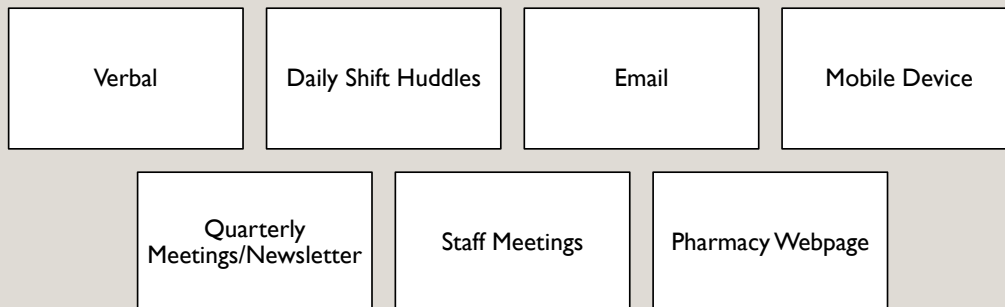


*"You should check your e-mails more often. I fired you over three weeks ago."*

13

## HOW DO WE COMMUNICATE IN OUR PHARMACY?

---



14



15

## BARRIERS TO COMMUNICATION

---

- Physical
- Perceptual
- Emotional
- Cultural/Language/Generations
- Gender
- Interpersonal
- Withdrawal

16



## HOW TO OVERCOME BARRIERS

---

- **Establish your own expectations of the team as a whole.**
- **Create an environment for open communication.**
- **Take the time to learn where each player on your team truly excels.**
- **LISTEN**



17

## CONCLUSION

---

Listening is a fundamental building block of effective communication. Effective communication requires more than just a simple exchange of information.

Minimizing barriers and maintaining an awareness of differences cultivates more meaningful conversations.

When done correctly, communication fosters understanding, strengthens relationships, improves teamwork, and builds trust among coworkers.

18



19



20