

Collaborating: Integrating patient and physician needs in pharmaceutical care

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I had a heated argument with my pharmacist. She was livid and so was I. We lost our tempers as she hurled abuse at me and I did likewise. The frustrated patients in the waiting room began to scream and took sides. Then, as she reached for a box of amlodipine on the counter to throw at me, I ducked. But it was too late. Before I knew it, the box hit me over my eye. I began to bleed and then I woke up in a sweat. What a nightmare!

Thankfully, this was a dream-and a rather bad one. Although we strive to ensure patients get a good and caring service, this dream got me thinking... How often do doctors and pharmacists talk about streamlining our collaborative practise in the interest of our visitors? If she is the 'first contact' with our patients, how can we make visiting the pharmacy and doctor a better experience? What are our needs and limitations? What adverse psychological factors are at play when patients walk into the pharmacy and threaten to de stabilise the overall care and services offered? What about crisis management and handling abuse as a team? These and other issues will be dealt with from a biopsychosocial and spiritual perspective during my talk.

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