

EVALUATION ON THE IMPLEMENTATION OF COUNSELING SERVICE AT PHARMACY IN YOGYAKARTA INDONESIA



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ABSTRACT

The counseling service is a part of pharmaceutical care to increase patients knowledge of therapeutical management. To prevent unappropriated drug use and to improve patients knowledge, treatment adherence and the success of therapeutical management. Therefore, it is important to give counseling service for the pharmacy patients and their family. This study was aimed to identify the realization of counseling service implementation at pharmacy in Yogyakarta Indonesia. This study was non-experimental study with descriptive observational design and quantitative approach. The result showed that the implementation counseling service at pharmacy in Yogyakarta Indonesia had not been well conducted. The implementation counseling service at pharmacy was 58,59% who had received counseling by 95,96% patients who required counseling service. Whereas patient who come to pharmacy is out-patient who is responsible to therapeutical management. There was 55,17% patients experienced that the atmosphere of the comfortable room for counseling services. There were communication aspects of counseling service at pharmacy in Yogyakarta Indonesia had been well conducted. However the pharmacist were communicated with body language such as practicing how to use the drug in counseling services was 63,79% pasien experienced. Nevertheless 94,82% of pharmacy patients feel if pharmacists used understandable language in counseling service.

Keyword: implementation, counseling service, pharmacy

INTRODUCTION

Counseling varied significantly according to intensity of state regulation, pharmacy busyness, and age of responsible pharmacist. These results present important challenges to state boards of pharmacy, pharmacy associations, managers, and individual practitioners who are in a position to improve this important element of patient care. More intensive regulations also increased the likelihood of any pharmacist talk, any provision of risk information, any assessment of shopper understanding, and amount of oral information given (Bonnie. L, 2004)

Considerable differences between the pharmacies were identified. Differences exist in how often pharmacy staff attempts to encourage customers to participate in medication dialogues and how often they succeed. The pharmacies serving the most customers per day were the most successful. The reasons for the identified patterns are unclear (Kaae. S, 2014)

For pharmacies to encourage customer interest in pharmacy counselling, the staff should start taking the identified barriers into account when planning communication strategies. The pharmacy staff does not seem to realize these barriers (Kaae. S, 2014)

Most studies (72%) have used the term patient counseling, although pharmacist-patient communication and patient education were also used. The definition of patient counseling varies across studies. Almost half of the studies (49%) conceptualized pharmacist-patient communication solely as a pharmacist information provision activity. All studies used a cross-sectional design, with varying modes of data collection such as mail surveys, telephone interviews, nonparticipant observation, and shopper studies (Shah B, 2006)

RESEARCH METHOD

This type of research is non experimental study with observational descriptive design with quantitative approach. The data was obtained from the questionnaires distributed to respondents, patients with a doctor's prescription patient at pharmacy in Yogyakarta. The observation of the counseling services by pharmacist and the required patient. While primary data was taken form answered the questionnaire respondents.

The tools of this study used the questionnaires, the questionnaires used to determine the implementation of counseling services give and needed patients at pharmacy. The questions contain questionnaires used to regarding the factual counseling services give and required patient.

The study used non experimental design. The quantitative data was obtained from filled patients questionnaires. The sampling was conducted using purposive sampling or aimed sampling. The samples were patients and their family was comed to the pharmacy. The inclusion criteria of adult patients aged over 17 years, the prescription patients who is willing to be respondents and exclusion criteria are self medication patients and not willing to be a respondent. The amount of data based on Roscoe who said the amount of data should be more than 30 and less than 500 (Sekaran, 2003).

The study was conducted at pharmacy in Yogyakarta, the pharmacy criteria is a pharmacy where located represents the area of the city in Yogyakarta. Each of the four pharmacies, located in the center, north, east, south and west of the city in Yogyakarta. Where the pharmacy has been providing counseling space, at least two pharmacists practice.

Data as analyzed descriptive statistics metode to identify the counseling services implementation. In the analisis, the data of counseling services implementation that is was obtained from the questionnaire respondents. Data factual description of counseling services give and needed patients are presented in table I.

Table I. Factual description of Respondents

Factual description of Respondents	Total	Percentage (%)	
Visit to the pharmacy before	Often visit	99	100.00
	Rarely visit	0	0.00
Drugs purchased in pharmacy	Prescription	99	100.00
	Self medication	0	0.00
Status of the respondents	Their self	67	67.68
	Other self	32	32.32
Need for counseling services	Need	95	95.96
	Needn't	4	4.04
Ever get the counseling services	Ever	58	58.59
	Never	41	41.41

RESULTS AND DISCUSSION

The result showed that the implementation of counseling service at pharmacy in Yogyakarta had not been well conducted. The respondents, with a factual overview of the respondents are presented in table I. The factual respondents in tabel I showed that 100% of respondents were costumers pharmacy where research, their often visit the pharmacy. Respondents drugs purchased at pharmacy that 100% as a prescription drugs. The majority of respondents status were patients on drugs purchased by 67,68%, which is only 58,59% of respondents who had give the counseling service. From the statement of 95,96% of respondents required the counseling services. The implementation of the counseling service at the pharmacy, was observed from the aspects of counseling service and the quality of counseling service.

Aspects of counseling

The implemntation of the counseling service at pharmacy in Yogyakarta, was observed from the communication aspects of counseling service. The aspects of counseling service was implemented to the patients are presented in table II

Tabel II. Aspects of Counseling Service

Aspects of Counseling	Percentage (%)	Parameter
Pharmacists was introduced to patients	34,48	Pharmacists was introduced to patients at pharmacy
Pharmacists was asked the name of patients	77,59	Pharmacists was asked the name of patients drug used
Pharmacists used understandable language	94,83	Pharmacists used understandable language in counseling service
Pharmacists were communicated with body language performed	63,79	Pharmacists were communicated with body language performed such as practicing how to use the drug in counseling services
The room of counseling a comfortable	55,17	The room of counseling at pharmacy was support to conseling service and complete with facilities

The implementation of the counseling service at pharmacy, was description in table II. The counseling services was observed from the communication aspects of counseling service. That 58,59% (58 of respondents) who had give the counseling service from the 95,96% (95 of respondents) required the counseling services. The implementation of the counseling service at pharmacy showed, that the communication aspects of counseling service at pharmacy in Yogyakarta Indonesia had been well conducted. However the pharmacist were communicated with body language such as practicing how to use the drug in counseling services was 63,79% patients experienced. Nevertheless 94,83% of pharmacy patients feel if pharmacists used understandable language in counseling service. There was 55,17% patients experienced that the atmosphere of the comfortable room for counseling services.

Quality of Counseling Service (%)

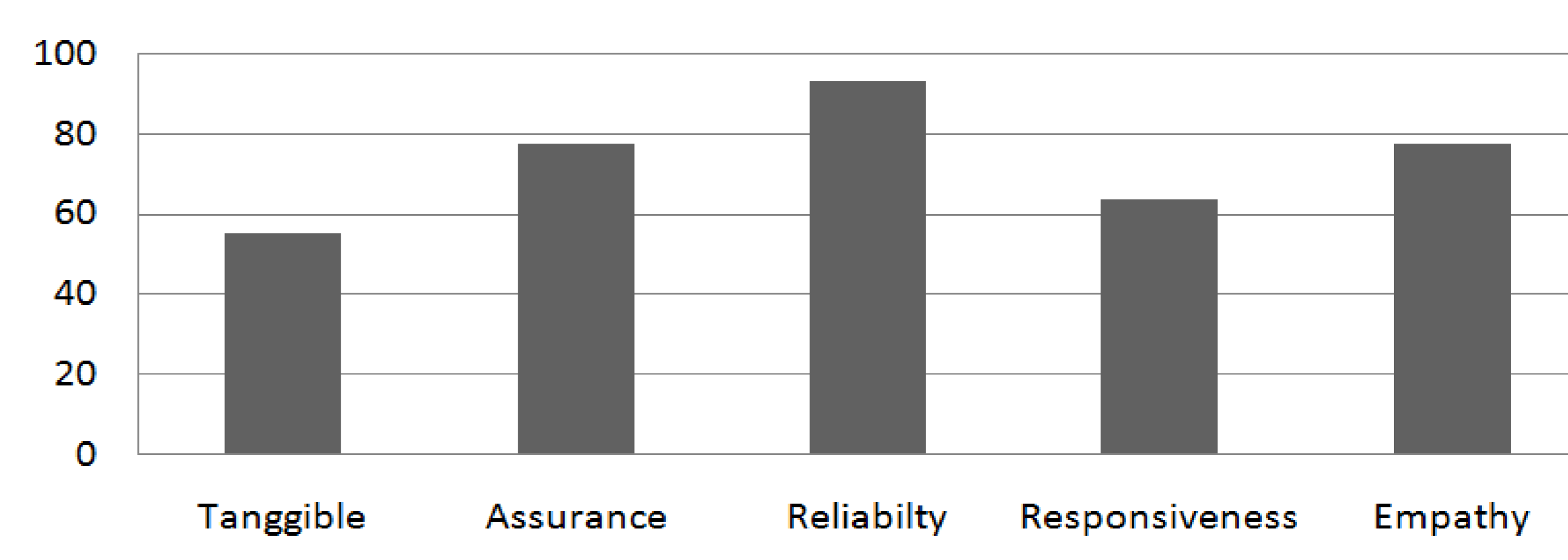


Figure I. The Quality of Counseling Service (%)

The implementation of the counseling service at pharmacy, was description in figure I. The counseling services was observed from quality of counseling service. The implementation of the counseling service at pharmacy showed, that the quality of counseling service at pharmacy in Yogyakarta Indonesia had been well conducted. The value of tangible dimension only 55,17%, that showed if the room of counseling at pharmacy was not support to conseling service and the facilities was not complete. The value of assurance dimension 77,59%, that showed the authenticity of the pharmacist information indicated was high confidence level of patient. The value of reliability 93,10%, that showed a very high level of pharmacist reliability in counseling, pharmacists used understandable language in counseling service. The value of responsiveness 63,79%, that showed the low level of pharmacist responsiveness in counseling. The value of empathy 77,59%, that showed the patients was assessed the high level of pharmacist empathy in counseling service.

Conclusion

Implementation of counseling service at pharmacy patients in Yogyakarta Indonesia had not been well conducted. Nevertheless, some communication aspects of counseling service were implemented optimally, 95.96% of pharmacy patients feel if pharmacists use understandable language in counseling service.