



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



SCHOOL OF MEDICAL AND ALLIED SCIENCES

Organizes

Guest Session On

Professional Communication in Pharmacy Impacting Job Oriented Visualization Skill: A Global Scenario

Speaker: Dr. Shikha Dutt Sharma,

IQAC Coordinator, KRMU

Date: 27.02.2025 Time: 12pm Onwards

Venue: Multipurpose Hall, Aryabhatta Block, IV Floor

(Event Coordinators)

Dr. Pankaj Gupta, Ms. Vinita, Ms. Meenakshi Attri)

(Faculties, SMAS)

(Convener)

(Dr. Hema Chaudhary)

(Dean, SMAS)

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School of Medical and Allied Sciences (SMAS)
Report
on
Professional Communication in Pharmacy Impacting Job Oriented
Visualization Skill: A Global Scenario

Date: 27/02/2025

Venue: Multipurpose Hall, Aryabhata Block, IV Floor

Event Type: Guest Session

Mode of Activity: Offline

Target Group: B. Pharm (IInd Semester) and D. Pharm (Ist year) Students

Course: BP105T (Communication skills – Theory) & BP111P (Communication skills – Practical)

Resource Person: Dr. Shikha Dutt Sharma Assistant Professor SOHS & IQAC Coordinator, KRMU

Event Coordinator: Dr. Pankaj Gupta, Ms. Vinita, Ms. Meenakshi Attri

Organized by: School of Medical and Allied Sciences

Number of Participants: 103

INTRODUCTION

Effective communication skills are one of the highly obligatory requirements in the pharma sector as pharmacists are responsible for providing information and advice to patients and other healthcare professionals about medications, and they need to be able to communicate this information clearly and accurately. Quality care only happens when healthcare providers, clinicians and pharmacists all communicate clearly and effectively with the patient, with other healthcare providers and, most importantly, within their own teams.

When communication breaks down, it can cause serious patient safety issues which can be life threatening. Pharmacists no exception; as they bridge between the doctors and the patient,



thereby it becomes especially important for pharmacists to develop good communication skills which is perhaps more important in healthcare than in any other field.

OBJECTIVES

1. To create awareness related to the importance of effective Professional communication in pharmaceutical healthcare sector
2. To provide a valuable insight into the global impact of good communication on visualization skills

METHODOLOGY

The School of Medical and Allied Sciences organized a guest session on “Professional Communication in Pharmacy Impacting Job Oriented Visualization Skill: A Global Scenario”. The speaker of the session was Dr. Shikha Dutt Sharma, IQAC Coordinator, K. R. Mangalam University. Dr. Pankaj Gupta started the session by introducing the speaker and told the importance of Profession communication in healthcare Sector. Dr. Shikha Dutt Sharma gave a thoughtful insight of Professional Communication in Pharmacy and its impact on visualization on a global scale. She shared some of her real-life experiences which she came across during her visits to various hospitals and diagnostics such as swapping of patient samples that lead to percolation of wrong reports among patients thereby creating a mental trauma for the patient. She elaborated on the various types of communication skills and the importance of these skills on the various types of services rendered by pharmacists. The session was followed by discussion with students on the current theme of Professional communication in Pharmacy profession. The session was concluded by Dean, SMAS, Prof. (Dr.) Hema Chaudhary with a vote of thanks to the Guest speaker and audience.

OUTCOMES

This activity fostered in creating awareness related to the importance of effective Professional communication in pharmaceutical healthcare sector and gave a valuable insight into the global impact of good communication on visualization skills.

CONCLUSION

The students were able to understand the various pros and cons related to effective and ineffective communication skills. This guest session will surely culminate the cases of ineffective communication in future by creating awareness among the future pharmacists about the impact of ineffective or poor communication in pharmacy profession. The students were also benefited by the practical experiences shared by the guest speaker.

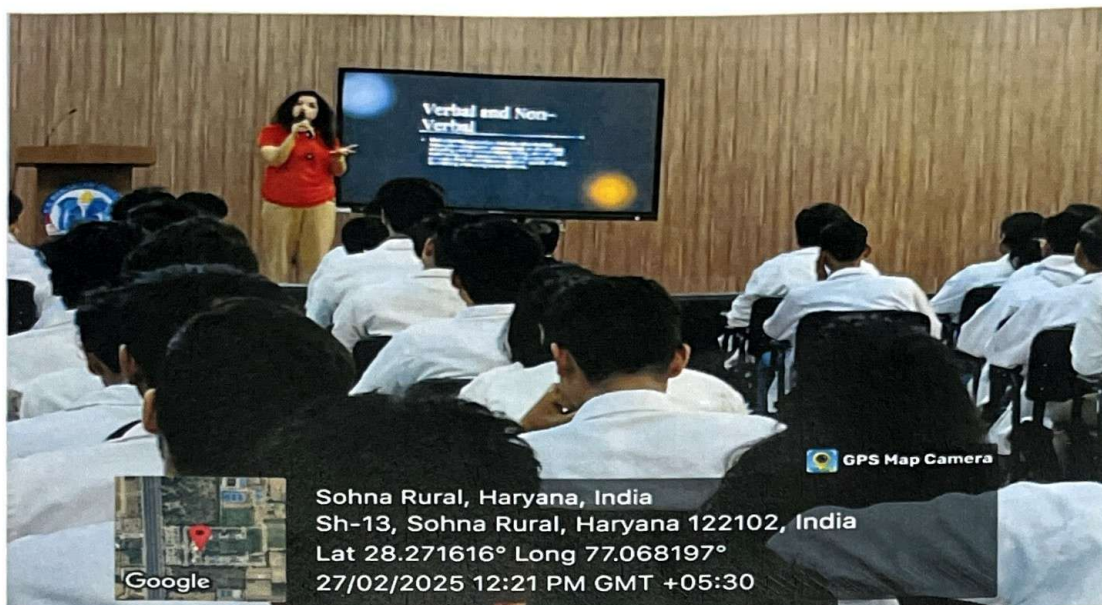


Image 1: Guest Session delivered by Dr. Shikha Dutt Sharma, IQAC Coordinator on “Professional Communication in Pharmacy Impacting Job Oriented Visualization Skill: A Global Scenario”



Image 2: Dr. Shikha Dutt Sharma explaining the importance of good communication to the Students of B. Pharm and D. Pharm

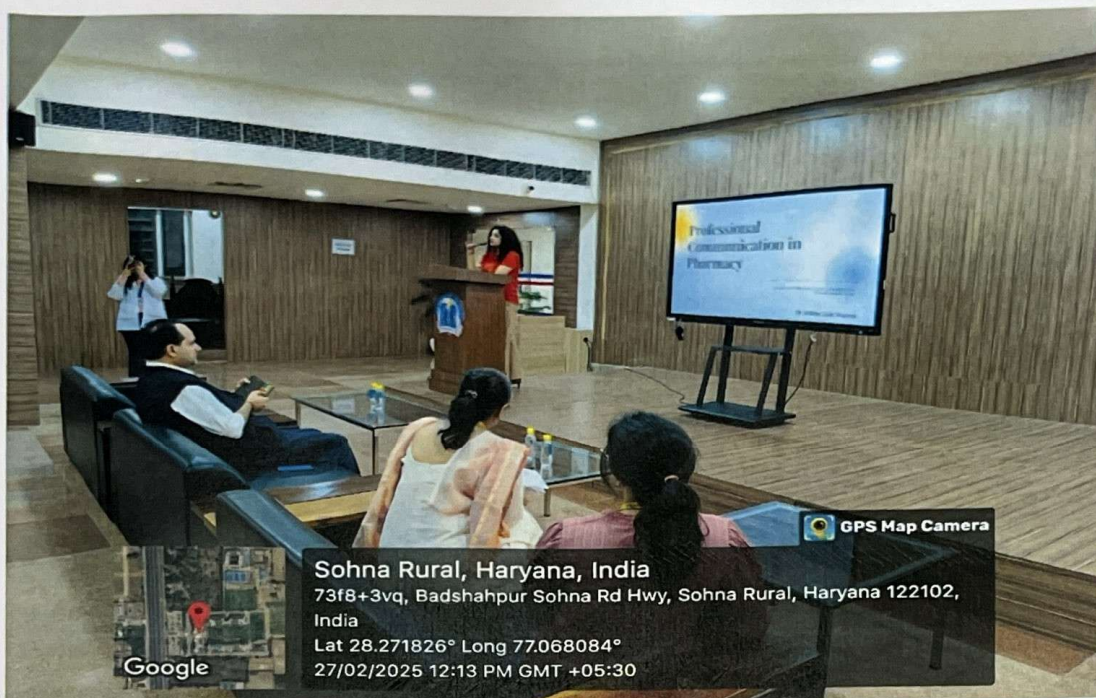


Image 3: Dr. Shikha Dutt Sharma explaining the various types of communication and having interactive session with the Students of B. Pharm and D. Pharm

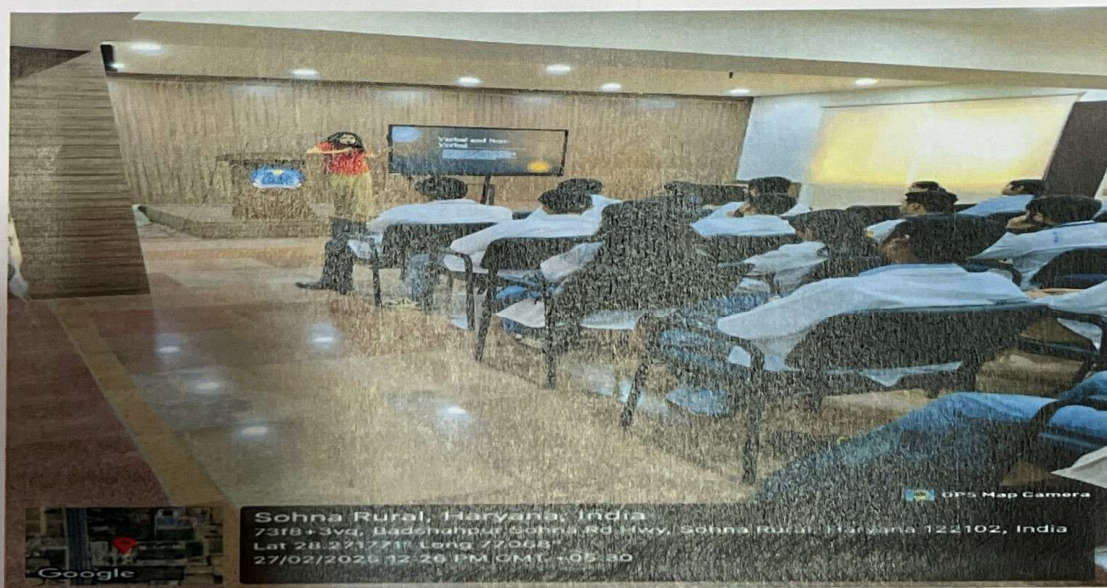


Image 4: Dr. Shikha Dutt Sharma sharing life experiences of communication to the Students of B. Pharm and D. Pharm



Image 5: Group Photograph during the Session

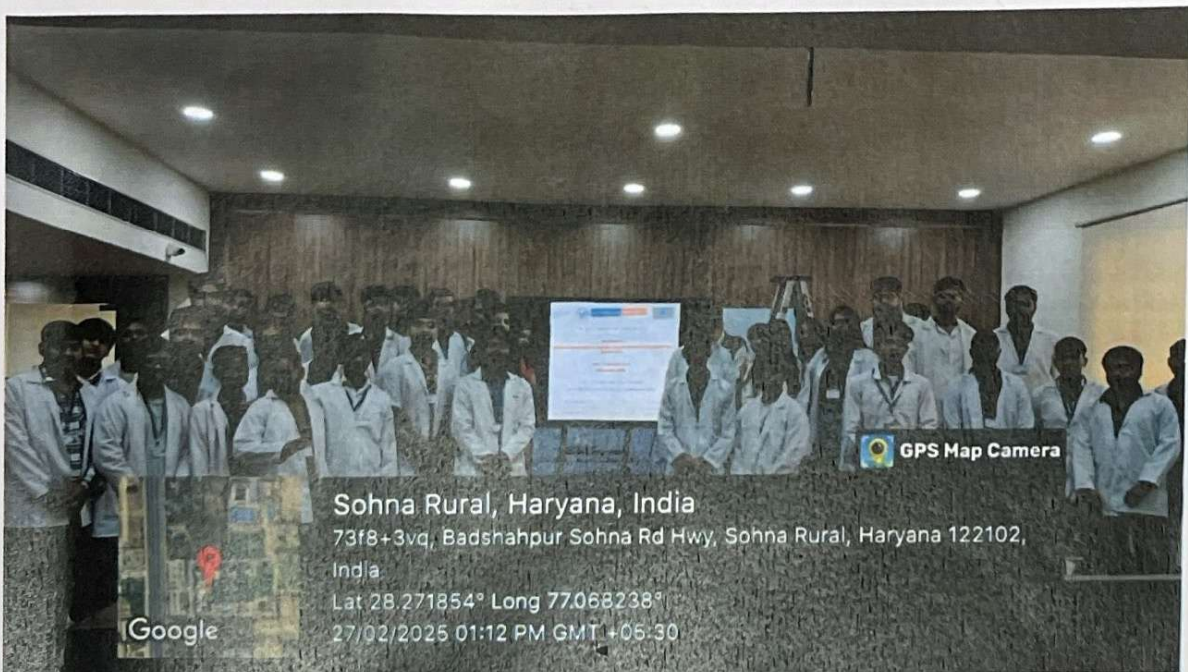


Image 6: Group Photograph during the Session