

To Carry out Drug Consultation to Improve the Quality of Pharmacy Service in Outpatient Pharmacy

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Abstracts: Objective: to explore the development of drug counseling service, strengthen the quality of pharmacy service in outpatient pharmacy, better service to patients, promote harmonious relations between doctors and patients. Methods: to analyze the necessity of drug consultation in outpatient pharmacy, in order to improve the quality of pharmacology service in outpatient pharmacy, we will discuss how to effectively provide drug counseling to improve the pharmacological service quality of outpatient pharmacy. Results: the implementation of the complete drug consultation process can effectively improve the quality of pharmaceutical work in outpatient pharmacy. Improve the patient's satisfaction with pharmaceutical work. Conclusion: with the perfection of the medical system, improving the quality of pharmaceutical service in outpatient service, and improving the quality of medical consultation, make it more systematic, normalization is important, only improving the quality of outpatient pharmacy service and strengthening the development of drug consultation work, to achieve the common progress of medical services.

Keywords: Drug counseling; Pharmaceutical services; Hospital pharmacy

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1. Introduction

With the continuous improvement and improvement of the medical system, China's pharmaceutical services are becoming more and more similar to western developed countries. Outpatient dispensaries are more than just a window to take medicine, more hospital oriented patients, important window for patients, at the forefront of pharmaceutical services, it could be the last step in patient care. Therefore, it is necessary to effectively strengthen the drug counseling service to bring a satisfactory period to the patient's hospital^[1-2]. At present, clinical hospitals will occasionally issue some cases related to outpatient pharmacy services. The main possibility is that the patient experienced a long queue registration in the course of medical treatment. To see a doctor, after the

payment and inspection procedures, inevitably, there will be anxiety, rage, etc. If you have a pharmacy problem, if there is a shortage of medicines, in the case of a prescription information error, this leads to conflict and conflict between the patient and the medical staff. And then we have a vicious critique of the outpatient pharmacy. If the window pharmacist mishandled the case, disputes arise, not only affected the patient's medicine, it also affected the working order of outpatient pharmacy.

The pharmaceutical counseling service is to change the pharmacy service of the hospital outpatient department. First of all in the fundamental change of the pattern, from the traditional mode of ensuring the supply of drugs as the center, the new model of the patient centered technology service is gradually changing, deeply embedded in the

concept of "patient-centered" service. Secondly, the work center of the outpatient pharmacy is also changed from simple dispensing drug to specific situation of patients to improve the whole process of drugs. Personalized service. By carrying out drug counseling to improve the quality of pharmacy service in outpatient pharmacy, not only should we pay attention to enhancing the professional quality of pharmacists, the improvement of coordination ability between departments of the outpatient department and the systematization of pharmacy informatization, etc. It also combines the needs of patients and their families, constant practice seeks new ways and means to solve problems. Therefore, the development of drug counseling services has met the needs of patients and their families. Providing the patient with tangible medical help, can effectively improve hospital and window satisfaction.

2. The Necessity of Medical Consultation Services Provided by Outpatient Pharmacy

At present, the current situation of outpatient pharmacy in the hospital is to allocate hundreds or even thousands of prescriptions daily. Due to manpower, the limitations of various factors such as material force, it's just one minute of prescription processing for each patient, even less. So how to provide effective pharmacological help for patients in a short period of time, to meet the needs of patients is a problem that needs to be solved urgently^[3]. So the outpatient pharmacy service to better meet the patient's needs, to improve the effectiveness of the patient's medication to ensure that the patient is accurate and safe, it is necessary to carry out drug consultation in the outpatient service.

2.1 The Drug Counseling Service Can Guide the Rational Use of Patients

The development of drug counseling can prevent the occurrence of the patient's medication errors due to lack of instructions or prescription writing, can better guide patients to rational use and ensure the safe use of drugs, and can better guide patients to rational use and ensure the safe use of drugs, avoid or reduce the occurrence of adverse reactions^[4-5]. Other drug counseling services can be directly related to the patient, fully understand the patient's medication difficulties and doubts, better embodiment of medical philosophy centered on patients, better targeted one-on-one service.

2.2 Drug Counseling Services to Improve Patient Compliance

The development of pharmaceutical consulting services, according to the patient's own medical characteristics, to provide the solution to the question of pharmaceutical

knowledge, the patient can fully understand the related knowledge and precautions of the disease and medication. Improved awareness of disease and drug use, it is better to achieve the medication compliance and improve the quality of medication.

2.3 The Drug Consultation Service is Beneficial to the Image of Pharmacists and Hospitals

The development of drug counseling services in outpatient pharmacy has solved the difficulty of patient's medication. Also indirectly promoted the pharmacist's own professional quality, armed with the knowledge of drug use. In order to better serve the patients, another outpatient pharmacy physician who is advising patients on medication through a drug counseling service, it also increases the patient's preference for medical staff. At the same time, establish a good medical image of the doctor. We will also carry out drug counseling services in outpatient wards, can make patients better science, reasonable and effective, reducing health care, improve hospital health and health service image. In a word, conducting drug counseling services, better reflect the patient centered service concept, make medical services more human, standard.

3. Problems Existing in Pharmaceutical Services Need to Be Rectification and Improved

3.1 The Working Ability and Service Attitude of Window Personnel Need to Be Improved

Continuous improvement and innovation of outpatient pharmacy service mode is an important guarantee to guide patients' medication safety. It also reflects the improvement of the overall medical level of our hospital. With the deepening reform of the medical system, the number of hospital outpatient visits increased, patients also have higher requirements for medical services^[6], but as the patient grew, pharmaceutical managers are limited, heavy medical work has led to a decline in the quality of pharmaceutical services^[7]. In hospitals, patients often complain about the poor service attitude of the pharmacy. Other window personnel have no higher professional knowledge quality, it's hard to answer the patient's question, unable to give accurate medication guidance, they tend to push the question to the doctor, the source of the dispute.

3.2 The Coordination Capacity of the Outpatient Departments Needs to Be Improved

The coordination of the department of outpatient departments facilitates the simplification of the patient's medical procedure, shortening waiting time, effective, a quick procedure. If the pharmacy does not cooperate with the out-patient physician, if a doctor may issue an unqualified

prescription or a shortage of medication, it can cause patients to overdo their problems unnecessarily, increase the difficulty of seeing. To increase the mental health of the patients, and cause unnecessary dispute cases, if the pharmacy can communicate effectively with the toll collection, it will simplify the withdrawal process, to alleviate the adverse emotions caused by withdrawal, etc. Reduce the occurrence of adverse events^[8].

3.3 The Information System is Not Perfect

The development of various industries in modern society cannot be separated from informationization and digitalization. Hospital pharmacy management is no exception. There are many kinds of outpatient drugs, and the indications for each drug, the adverse reactions of contraindications and drug compatibility are different and the patient has a history of allergy, the history of medication may affect the patient's safe use. Therefore, information medical data support can effectively liberate physicians and pharmacists in the ability, with limited energy, play the best service role.

4. Carry out Medical Consultation and Improve the Quality of Out-Patient Pharmacy Service

Opening a consultation window through an outpatient pharmacy, exercise to improve pharmacists' technical knowledge and good communication skills, to better implement the concept of "patient-centered" service, strengthening inter-departmental coordination capacity, medical system information, etc. Provide reasonable guidance for patients, can gradually establish a good social image of pharmacist, eliminate patients' incorrect understanding of pharmacists' work, strengthening mutual understanding, improving the doctor-patient relationship, effectively enhancing pharmacists' position in the social and medical industry, improved window and hospital satisfaction.

4.1 Improve the Professional Level of Pharmacists

Higher requirements for consulting pharmacists, not only should I have a solid knowledge of medicine and medicine, also need to be familiar with the common drug related knowledge and drug management laws and regulations. To have a thorough understanding of the work flow of various departments in hospitals, in order to work better. After the improvement of the professional level of pharmacists, providing more science for patients, professional medicine knowledge solution, to provide more help for patients, also notice the changes in mood, give comfort and care in time, promoting harmonious relations between

doctors and patients, promotion window service image in the patient's mind, enhancing the status of pharmaceutical staff in pharmaceutical services, better to relieve the pressure of doctors, better ensuring the scientific nature and accuracy of drug counseling services, improve the good social image of the hospital.

4.2 Strengthen the Coordination Capacity Among Departments of the Outpatient Service

First of all, the outpatient pharmacy should organize the discussion and communication between the pharmacists and the outpatient doctors on the common problems that are easy to go wrong or prone to disputes, including the issue of psychotropic substances, a lot of rules, detailed explanation of similar drugs or new drugs. Through brochures, the lectures and so on, other special medication taboos and precautions need to be memorized^[9]. Secondly, the pharmacist of the outpatient pharmacy should strengthen the communication between the toll office and the delivery fee or withdrawal. A better way to avoid withdrawal is to delay patient visits. Strengthen communication with pharmacy, ensure the balance of drug and drug supply. Finally, the pharmacist needs to strengthen the cooperation with the guide, patients with special groups, such as pregnant women, young children and old age need timely contact with the physician, in order to provide them with personalized services.

4.3 Update and Upgrade of the Information Medicine System

The improvement of information system can simplify the procedure of medical treatment better. Shortening the time for patients to line up for medicine, when the doctor was completed, the patient may receive a warm note on payment, and on the list of prescriptions, drugs and drugs can be found on several windows. Avoid the unnecessary waiting line and even forget to take the medicine toner. In addition, electronic medical records can be printed on computers. With the use of the drug used, dose and time, better access to the patient's medicine, use of drugs, make the patient care more clear, transparent.

4.4 Provide Guarantee for the Rational Use of Patients and Reduce the Occurrence of Drug Therapy Accidents and Disputes

As people become more aware of the safety of drug applications, the patient is attaching more and more importance to the toxicity and adverse reactions of drugs. Hopefully the pharmacist will give more science, professional guidance, other food. All the factors that affect the effect of drug use, such as medication duration, are the ones that patients care about. Then you need the pharmacist to tell

you about it. Some patients have concerns about possible adverse reactions to drugs, it is the concept of drug trimetics that is so ingrained in the patient's mind, so the pharmacist has to give the patient a detailed explanation of the situation, the adverse reaction is that the drug is in normal usage, the presence of an unrelated response to the treatment, and to inform compliance with the effectiveness of the prescribed medication, the advantages outweigh the disadvantages, to inform patients of the need to reduce their sense of panic and to increase medication compliance, and to guide patients to better use the drug to reduce adverse toxic side effects. If some medications need to be taken after meals to relieve gastrointestinal adverse reactions, patients with allergic constitution should stop the drug immediately and replace the same drugs with the same effect to ensure safe use^[10].

5. Discussion and Prospect

Current drug counseling service is a popular medical service model in China. Our hospital is a comprehensive hospital, More visits per day. It is not realistic to solve the problem of the patient's rational use of medication only by the patient's short contact with the agent for a few minutes. It's hard to understand, including dosage of medication, way, time and adverse reactions and issues of attention. In this study, the use of drug counseling services can be used to solve the problem of drug use during the diagnosis and treatment. And according to the doctor's advice, scientific medicine, improve compliance with pesticide. At present, there is a wide range of clinical applications of new drugs and the application of patients. And multidrug use is also a must for some diseases, so the interdrug interactions and the incidence of adverse reactions increased, so we're strengthening drug counseling. It is very important to improve drug cognition to improve the quality of pharmacy pharmacy^[11].

Drug counseling is carried out to ensure the safety and efficacy of patients during their medication. It also enhances the patient's medication compliance^[12]. For the pharmacist, constantly armed with medical knowledge. I also improved my professional level, gradually changing the image of a drug salesman in a patient's heart, promoting the transformation of hospital pharmacy services into patient-centered medical concepts, get patients to communicate directly with pharmacists to solve problems, improved the medical value of pharmacists.

In the new medical situation, with the continuous improvement and improvement of the new model of medical science. Instead of taking medicine as our service philosophy, the concept of medical service is deeply centered on

patients. As a result, the window of drug consultation is the only way to improve the service quality of outpatient pharmacy. In the future outpatient pharmacy service model, further effective and effective rectification measures are needed, to strengthen the construction of various hospital regulations and procedures, continuous improvement of the patient-centered pharmaceutical service model, leading the pharmaceutical service technology with scientific medicine, better provision of safe and safe medication guidance for patients, to achieve more economic, security, use proper medicine.

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