

Pharmacy Practice and Clinical Skills: Enhancing Patient-Centered Care

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Abstract:

This research delves into the critical role of pharmacy practice and the enhancement of clinical skills in improving patient-centered care. As the healthcare landscape evolves, pharmacists are increasingly recognized as integral members of the healthcare team, not only for their expertise in dispensing medications but also for their active involvement in patient care. The study explores how the integration of advanced clinical skills can help pharmacists provide holistic care by evaluating, optimizing, and monitoring medication therapies. Emphasizing the importance of communication and patient engagement, the research highlights how these skills enable pharmacists to build trust, improve patient adherence to treatment regimens, and foster collaborative decision-making with patients and other healthcare providers. The research further examines the impact of patient-centered care on health outcomes, demonstrating that a personalized approach, which takes into account individual patient preferences, values, and needs, leads to better management of chronic diseases, fewer medication-related problems, and improved overall satisfaction. Additionally, the study explores the role of ongoing professional development and education in equipping pharmacists with the tools necessary to enhance their clinical competence. By honing these skills, pharmacists can ensure that patients not only receive the correct medications but also understand how to use them properly, which ultimately improves both individual patient outcomes and the broader healthcare system. In conclusion, the research underscores the need for continued efforts in advancing clinical training for pharmacists to fully support the objectives of patient-centered care, with a particular focus on improving medication safety, promoting health literacy, and enhancing the quality of healthcare delivery.

Keywords: Pharmacy practice, patient-centered care, clinical skills, medication therapy management, health literacy, patient outcomes.

المخلص:

يتناول هذا البحث الدور الحاسم لممارسات الصيدلة وتعزيز المهارات السريرية في تحسين الرعاية التي تركز على المريض. ومع تطور مشهد الرعاية الصحية، أصبح الصيادلة معترف بهم بشكل متزايد كأعضاء متكاملين في فريق الرعاية الصحية، ليس فقط لخبرتهم في صرف الأدوية ولكن أيضاً لمشاركتهم النشطة في رعاية المرضى. تستكشف الدراسة كيف يمكن لدمج المهارات السريرية المتقدمة أن يساعد الصيادلة في تقديم رعاية شاملة من خلال تقييم وتحسين ومراقبة علاجات الأدوية. مع التأكيد على أهمية التواصل وإشراك المريض، يسلط البحث الضوء على كيف تمكن هذه المهارات الصيادلة من بناء الثقة وتحسين التزام المريض بأنظمة العلاج وتعزيز اتخاذ القرارات التعاونية مع المرضى ومقدمي الرعاية الصحية الآخرين. يبحث البحث أيضاً في تأثير الرعاية التي تركز على المريض على النتائج الصحية، مما يدل على أن النهج الشخصي، الذي يأخذ في الاعتبار تفضيلات المريض الفردية وقيمه واحتياجاته، يؤدي إلى إدارة أفضل للأمراض المزمنة، ومشاكل أقل تتعلق بالأدوية، وتحسين الرضا العام. بالإضافة إلى ذلك، تستكشف الدراسة دور التطوير المهني المستمر والتعليم في تزويد الصيادلة بالأدوات اللازمة لتعزيز كفاءتهم السريرية. من خلال صقل هذه المهارات، يمكن للصيادلة التأكد من أن المرضى لا يتلقون الأدوية الصحيحة فحسب، بل يفهمون أيضاً كيفية استخدامها بشكل صحيح، مما يحسن في النهاية نتائج المرضى الفردية ونظام الرعاية الصحية الأوسع. وفي الختام، يؤكد البحث على الحاجة إلى بذل جهود مستمرة في تعزيز التدريب السريري للصيادلة لدعم أهداف الرعاية التي تركز على المريض بشكل كامل، مع التركيز بشكل خاص على تحسين سلامة الأدوية، وتعزيز محور الأمية الصحية، وتحسين جودة تقديم الرعاية الصحية.

الكلمات المفتاحية: ممارسة الصيدلة، الرعاية التي تركز على المريض، المهارات السريرية، إدارة العلاج الدوائي، محور الأمية الصحية، نتائج المرضى.

Introduction:

Pharmacy practice has evolved significantly over the years, with a marked shift from a traditional focus on the preparation and dispensing of medications to a broader, more patient-centered approach. This transition is driven by advancements in healthcare delivery, the growing complexity of therapeutic regimens, and the increasing recognition of pharmacists as integral members of the healthcare team. A major aspect of this evolution has been the emphasis on enhancing clinical skills to ensure that pharmacists can provide high-quality, patient-centered care. Patient-centered care (PCC) is a healthcare approach that prioritizes the individual needs, preferences, and values of patients in the decision-making process. It goes beyond mere pharmacological treatment and encompasses holistic care, including communication, education, and support, which are critical in ensuring that patients achieve optimal health outcomes (Wolters, et al. (2021).

The practice of pharmacy has historically been concerned with ensuring that medications are correctly dispensed and that patients receive appropriate drug therapy. However, as the complexity of healthcare systems grows and chronic diseases become more prevalent, the role of the pharmacist has expanded to include direct patient interaction. Pharmacists are now expected to engage in medication therapy management (MTM), which involves assessing the appropriateness, effectiveness, and safety of medication regimens. This shift in focus necessitates a comprehensive understanding of not only drug science but also the clinical skills required to interact with patients, assess their needs, and contribute to their treatment plans. Clinical skills in this context refer to the ability to evaluate patient conditions, interpret clinical data, and make informed decisions regarding drug therapy, all while ensuring patient safety and satisfaction.

The enhancement of clinical skills among pharmacists is essential for improving patient outcomes. Pharmacists, as healthcare providers, are uniquely positioned to monitor, modify, and optimize drug regimens, contributing to better disease management and the prevention of adverse drug reactions. The ability to conduct thorough medication reviews, educate patients on proper drug usage, and communicate effectively with other healthcare providers are all fundamental to improving patient care. By honing these skills, pharmacists can ensure that patients not only receive the correct medications but also fully understand how to use them, leading to improved medication adherence and fewer medication-related problems (Ilardo, M. L., & Speciale, A. (2020).

In a patient-centered care model, the pharmacist's role extends beyond the provision of medications to include the promotion of health literacy and patient engagement. Effective communication is central to fostering a therapeutic relationship that empowers patients to take an active role in managing their health. Clinical skills such as active listening, empathetic communication, and shared decision-making help build trust between pharmacists and patients, leading to more personalized care. When pharmacists are able to connect with patients on an individual level, they are better able to address concerns, provide counseling, and offer tailored solutions that align with the patient's lifestyle, values, and preferences. This personalized care approach has been shown to improve patient satisfaction, enhance treatment adherence, and reduce the overall burden on healthcare systems.

Ultimately, the integration of enhanced clinical skills into pharmacy practice is crucial for achieving the goals of patient-centered care. Pharmacists, as part of an interdisciplinary healthcare team, are essential to ensuring that patients receive safe, effective, and appropriate care. Their ability to assess, monitor, and adjust drug therapies, combined with their communication and interpersonal skills, positions them to be influential in improving patient outcomes. The focus on patient-centered care not only enhances the quality of care delivered but also supports the broader goals of healthcare systems, such as reducing hospital admissions, minimizing medication errors, and improving the overall efficiency of care delivery. Therefore, continuing education and training in clinical skills are vital to preparing pharmacists for their evolving role in modern healthcare (Naughton, C. A. (2018).

Research Problem:

The growing complexity of modern healthcare systems has necessitated a shift in the role of pharmacists, who are increasingly expected to contribute to the delivery of patient-centered care. While pharmacists have long been responsible for dispensing medications and ensuring the safe and effective use of drugs, their expanded involvement in direct patient care through medication therapy management and clinical decision-making has highlighted gaps in their clinical skills. Despite the recognition of pharmacists as key members of the healthcare team, there remains a lack of standardized training and consistent development of the clinical competencies needed to fully embrace this role. As a result, some pharmacists may face challenges in effectively engaging with patients, communicating treatment plans, and providing comprehensive care. This research problem stems from the need to examine how pharmacists can be better equipped with the necessary clinical skills to optimize patient outcomes within a patient-centered care model. By addressing this issue, the research seeks to determine how enhanced clinical training can bridge existing gaps and improve the overall quality of healthcare provided by pharmacists, ensuring that patients receive the most effective, personalized care possible.

As patient-centered care becomes more central to healthcare delivery, it is crucial to explore how pharmacy practice can evolve to meet these demands. While advancements in clinical training for pharmacists are occurring, questions remain about the adequacy of current educational programs and the real-world application of these skills in diverse practice settings. The research seeks to understand the specific clinical skills that need further development, as well as how pharmacists can better integrate these competencies into their daily interactions with patients. The problem at hand is not simply the lack of technical knowledge but the challenge of fostering a patient-centered approach that balances technical expertise with effective communication and empathy. This research will explore how pharmacists can refine their clinical skills to improve medication adherence, promote health literacy, and ultimately deliver care that is more aligned with the individual needs and preferences of patients (Teeter, et al. (2019).

Research Objectives:

1. To identify the key clinical skills required for pharmacists to effectively provide patient-centered care in diverse healthcare settings.
2. To examine the impact of enhanced clinical skills on pharmacists' ability to improve medication therapy management and patient outcomes.
3. To explore the role of communication and patient engagement in fostering trust and improving patient adherence to treatment regimens.
4. To evaluate the effectiveness of current professional development programs in equipping pharmacists with the necessary clinical competencies for patient-centered care.

Importance of the Research:

This research is essential because it addresses the evolving role of pharmacists in healthcare and highlights the necessity for pharmacists to enhance their clinical skills in order to provide optimal patient-centered care. As the healthcare landscape becomes more complex, pharmacists must be prepared to engage with patients in ways that go beyond medication dispensing. By identifying and developing key clinical competencies, this research will provide valuable insights into how pharmacists can more effectively support patients through medication therapy management, disease prevention, and overall health maintenance. The findings could lead to the development of better educational frameworks for pharmacy practice, ensuring that pharmacists are fully equipped to meet the demands of modern healthcare. This research will also contribute to the broader objective of improving patient outcomes by emphasizing the role of pharmacy practice in promoting health literacy, medication adherence, and safe, personalized treatment plans.

Furthermore, the importance of this research lies in its potential to inform policy decisions and shape future pharmacy education. With healthcare systems increasingly focusing on collaborative, interdisciplinary care, pharmacists must be recognized as active contributors to patient health management. By exploring the impact of clinical skills on the delivery of patient-centered care, the research can offer actionable recommendations for healthcare providers, educators, and policymakers. By strengthening the pharmacist's role within patient care teams, the research will not only improve patient outcomes but also enhance the overall efficiency of healthcare delivery. This research will ultimately demonstrate the value of ongoing professional development for pharmacists, ensuring that they are prepared to navigate the complexities of patient-centered care and continue to evolve with the changing demands of the healthcare system (Hache, C., Honoré, S., & Hache, G. (2022).

Research Questions:

1. What are the key clinical skills necessary for pharmacists to deliver effective patient-centered care?
2. How do enhanced clinical skills in pharmacist's impact medication therapy management and overall patient outcomes?
3. In what ways does pharmacist-patient communication influence medication adherence and treatment success?
4. How effective are current professional development programs in preparing pharmacists to apply clinical skills in patient-centered care settings?

The theoretical framework of the research

- Transforming Pharmacy Practice through Patient-Centered Care: A Holistic Approach to Enhancing Patient Outcomes:

The Patient-Centered Care (PCC) model is a transformative approach to healthcare that places the individual patient at the center of the treatment process. Unlike traditional models that often focus predominantly on the disease or the clinical aspects of care, PCC emphasizes understanding the patient's needs, preferences, values, and emotional well-being. It argues that healthcare should be a partnership between the patient and the healthcare provider, where treatment decisions are collaborative and reflect the patient's personal health goals. This shift in perspective challenges the conventional, more paternalistic approach to healthcare, where decisions are often made by healthcare providers alone without considering the patient's own insights and desires. The core tenet of PCC is that effective care goes beyond physical health concerns and embraces a holistic view that encompasses emotional, psychological, and social dimensions of health (Luetsch, K., & Burrows, J. (2018).

A fundamental aspect of the PCC model is the importance of communication in fostering a trusting relationship between healthcare providers and patients. The model advocates for open, empathetic, and clear dialogue, where patients are encouraged to share their health experiences, concerns, and goals. In this context, effective communication is not just about delivering medical information; it involves listening attentively, validating patient concerns, and ensuring that patients feel heard and understood. For pharmacists, this means moving beyond their traditional role as dispensers of medication to become active participants in the healthcare process. Pharmacists are uniquely positioned to engage with patients in one-on-one interactions, where they can assess not only the patient's medication needs but also their emotional and cognitive responses to treatment. By engaging with patients in this comprehensive way, pharmacists can create an environment that

promotes trust and encourages patients to take an active role in their own care.

The PCC model also emphasizes the importance of patient autonomy, which is a key component of shared decision-making. Shared decision-making involves actively involving patients in their treatment choices, providing them with all relevant information about their condition and treatment options, and respecting their right to make decisions that align with their personal values and lifestyle. This collaborative approach ensures that patients are not passive recipients of care but active participants who can make informed decisions about their health. Pharmacists, in the context of this model, can facilitate shared decision-making by providing patients with comprehensive information about their medications, explaining the benefits and potential side effects, and discussing how the treatment fits within the patient's broader health goals. By doing so, pharmacists empower patients to make choices that are in line with their personal preferences, thereby enhancing treatment satisfaction and adherence.

Incorporating the PCC model into pharmacy practice requires a paradigm shift in how pharmacists view their role in healthcare. Traditionally, pharmacists have been primarily focused on the safe and accurate dispensing of medications. However, the PCC model requires them to take a more active role in the patient's journey, helping to manage not only the medications themselves but also the patient's broader healthcare needs. This shift demands that pharmacists develop and refine a wide range of clinical skills, such as effective communication, counseling, and empathy. These skills allow pharmacists to better understand the context in which their patients are making healthcare decisions, to provide tailored advice, and to collaborate with other healthcare providers to create a comprehensive care plan that meets the unique needs of each patient. By moving beyond their traditional role, pharmacists can ensure that patients receive care that is not only clinically appropriate but also personally relevant and supportive of their long-term health goals.

The application of the PCC model in pharmacy practice has the potential to significantly improve patient outcomes. Research has shown that when patients are engaged in their care and when their values and preferences are considered, they are more likely to adhere to treatment plans, experience greater satisfaction with care, and have better health outcomes. In the context of medication therapy management, this could mean better management of chronic conditions, fewer medication-related issues, and an overall improvement in quality of life. For instance, when pharmacists actively listen to patients' concerns about their medications and incorporate their preferences into treatment recommendations, patients are more likely to feel empowered and motivated to stick to their prescribed regimen. Moreover, when patients understand the rationale behind their treatment choices and feel confident in their care, they are more likely to take ownership of their health, leading to more sustainable positive health behaviors. Thus, integrating the PCC model into pharmacy practice not only enhances the individual patient experience but also contributes to the broader goals of improving public health and reducing healthcare costs (O'Brien, C. E., Stafford, R., & Franks, A. M. (2018).

- The Clinical Competency Framework in Pharmacy: Advancing Patient-Centered Care through Knowledge, Skills, and Communication:

The clinical competency framework serves as a critical foundation for healthcare professionals, offering a structured approach to defining the essential knowledge, skills, and behaviors needed to effectively perform their roles. This framework is particularly important in pharmacy practice, where pharmacists are expected to play an active role in patient care beyond medication dispensing. The competencies within this framework encompass a broad range of abilities, from the foundational knowledge of pharmacology to the practical application of clinical decision-making in diverse healthcare contexts. For pharmacists, clinical competence involves a deep understanding of drug mechanisms, therapeutic indications, potential side effects, and drug interactions. However, it also involves the ability to communicate this complex information to patients in a way that is clear, understandable, and tailored to individual patient needs. The ability to synthesize clinical data, interpret lab results, and use evidence-based guidelines to inform treatment decisions is essential to delivering safe, effective, and personalized care. This framework thus provides a comprehensive approach to pharmacy practice, ensuring that pharmacists are equipped to meet the evolving demands of patient-centered care.

The competency framework also emphasizes the importance of medication therapy management (MTM) as a core element of clinical practice. MTM involves assessing the appropriateness of prescribed medications, ensuring that they are safe, effective, and aligned with the patient's health goals. This process requires pharmacists to not only understand the scientific aspects of the medications themselves but also to appreciate the broader context in which they are used. In practice, MTM includes reviewing a patient's complete medication regimen, identifying potential drug interactions or side effects, and working closely with other healthcare providers to optimize therapy. A pharmacist must be skilled in interpreting clinical data—such as lab results, diagnostic imaging, and patient history—and translating this into actionable insights that can guide treatment decisions. This competency also requires critical thinking, as pharmacists must be able to identify issues such as medication nonadherence or adverse drug reactions that may not be immediately obvious from the clinical data alone. By focusing on MTM, the clinical competency framework ensures that pharmacists are prepared to manage complex treatment regimens and contribute meaningfully to the overall care plan (Farris, et al. (2019).

In addition to medication management, clinical competency involves a range of interpersonal and communication skills that are vital in the context of patient-centered care. Pharmacists must possess the ability to communicate effectively not only with patients but also with other healthcare providers. This includes conveying complex medical information in an accessible way, addressing patients' concerns, and ensuring they fully understand their treatment plans. Effective communication is key to promoting medication adherence, as patients are more likely to follow treatment recommendations when they clearly understand the rationale behind them. Furthermore, pharmacists must be able to listen actively to patients' concerns, create an open environment for discussion, and adapt their communication style to suit the patient's preferences and understanding.

This competency also extends to working in collaboration with interdisciplinary healthcare teams, where pharmacists contribute their expertise on medications and drug therapy management while respecting the perspectives and roles of other providers. The clinical competency framework thus emphasizes that communication is not just a technical skill but an essential part of building trust, fostering therapeutic relationships, and ensuring that patients feel valued and understood in their healthcare journey.

The framework also highlights the importance of patient education as a core component of clinical competency. Patient education is integral to empowering patients to take an active role in managing their health. In the context of pharmacy practice, this means ensuring that patients understand how to properly use their medications, recognize potential side effects, and know when to seek help if needed. Pharmacists play a critical role in improving health literacy, especially in managing chronic conditions where patients often need to make daily decisions about their medication. A pharmacist who is clinically competent not only dispenses medication but also provides the necessary education and support to help patients make informed choices about their treatment. This includes discussing how medications fit into the broader context of the patient's lifestyle, addressing barriers to adherence such as cost or side effects, and providing guidance on how to effectively manage their conditions. By fostering patient education, pharmacists can improve medication adherence, reduce the likelihood of medication-related issues, and contribute to better health outcomes overall.

The clinical competency framework also plays a critical role in fostering continuous professional development, which is crucial for pharmacists to stay current with the rapidly changing healthcare landscape. As new medications, treatment guidelines, and technologies emerge, pharmacists must constantly update their knowledge and refine their clinical skills. This ongoing professional development ensures that pharmacists are not only equipped with the latest clinical information but are also adept at applying this knowledge in real-world settings. The framework encourages a culture of lifelong learning, where pharmacists are continually assessing and improving their competencies. This aspect is particularly important in the context of patient-centered care, as the expectations placed on pharmacists evolve in response to patient needs and the demands of the healthcare system. By aligning clinical competencies with the principles of patient-centered care, the competency framework ensures that pharmacists are not just technicians managing medications but are active contributors to improving patient outcomes through their expertise in clinical decision-making, education, and communication (Wolters, et al. (2021).

- Applying the Health Belief Model in Pharmacy Practice: Enhancing Medication Adherence and Patient Outcomes:

The Health Belief Model (HBM) is a psychological framework that aims to explain and predict health-related behaviors by focusing on the perceptions and beliefs of individuals regarding health risks and the effectiveness of specific health actions. The model is based on the premise that people are more likely to engage in health-promoting behaviors, such as adhering to a prescribed medication regimen, if they believe they are at risk of a health problem and that taking action will reduce or prevent this risk. In the context of pharmacy practice, the HBM can be particularly useful in understanding how patients' beliefs about their health conditions and medications influence their behavior. Pharmacists, as essential healthcare providers, are in a unique position to help shape these beliefs and guide patients toward better health outcomes. By understanding how patients perceive their risk and the effectiveness of treatments, pharmacists can tailor their communication strategies to address these perceptions, ultimately fostering improved adherence to prescribed therapies and better management of chronic conditions (Ilardo, M. L., & Speciale, A. (2020).

One of the core constructs of the Health Belief Model is the perception of susceptibility to a health issue. This component suggests that individuals are more likely to engage in preventive or therapeutic behaviors if they believe they are personally at risk for a particular health problem. In the context of pharmacy practice, pharmacists can play a critical role in shaping patients' perceptions of their vulnerability to health conditions such as diabetes, hypertension, or cardiovascular disease. By providing patients with clear and evidence-based information about the risks associated with their conditions and the potential consequences of not following prescribed treatments, pharmacists can help increase the perceived severity of the health problem. This approach can be particularly effective when pharmacists use personalized, patient-centered communication strategies that highlight the individual risks a patient face, fostering a greater sense of urgency about the importance of adhering to the prescribed medication regimen and lifestyle changes.

The second construct of the HBM is the perception of severity, which refers to the patient's belief about the seriousness of their health problem and the potential consequences of not addressing it. This component is particularly relevant in pharmacy practice, as pharmacists are often responsible for conveying information about the seriousness of certain conditions and the potential risks of non-adherence. For example, pharmacists can help patients understand the long-term consequences of untreated hypertension, such as heart disease or stroke, and stress the importance of managing their blood pressure through medication and lifestyle modifications. When pharmacists effectively communicate the potential severity of a condition, patients are more likely to recognize the need for immediate action, including taking medications as prescribed. This component of the HBM underscores the importance of pharmacists not only dispensing medications but also providing the necessary education to ensure that patients understand the gravity of their health conditions and the role of medication in mitigating risks.

The perceived benefits of taking a specific health action, another key element of the HBM, are equally significant in influencing health behaviors. Patients are more likely to engage in health-promoting behaviors, such as following a medication regimen, if they believe that taking action will provide tangible benefits. In pharmacy practice, this can mean explaining to patients how following their prescribed treatment plan will lead to better health outcomes, such as reducing the risk of complications or improving quality of life. Pharmacists can help patients understand the positive outcomes that arise from medication adherence, such as symptom relief, reduced hospitalizations, or improved control of chronic conditions. By emphasizing the benefits of adherence, pharmacists can help motivate patients to take their medications consistently,

fostering a sense of empowerment and control over their health. In this way, pharmacists can use the HBM to encourage behavior change by not only highlighting the risks of non-adherence but also showcasing the positive effects that come from staying on track with treatment plans.

The final construct of the HBM, perceived barriers, refers to the factors that may prevent patients from engaging in health-promoting behaviors, despite the perceived benefits. These barriers can include concerns about medication side effects, costs, complexity of the treatment regimen, or lack of understanding about the medication's role in managing their condition. In the context of pharmacy practice, pharmacists can address these barriers by providing clear explanations about how medications work, offering strategies to manage side effects, and helping patients navigate logistical challenges, such as finding affordable options for medications. By acknowledging and addressing these barriers, pharmacists can reduce the perceived obstacles to medication adherence and improve patient outcomes. Furthermore, pharmacists can work with patients to identify practical solutions to challenges they face, such as setting up reminder systems or simplifying medication regimens, which can further encourage adherence. By addressing both the perceived benefits and barriers, pharmacists can help patients make informed decisions about their care and ultimately improve their health behaviors.

In summary, the Health Belief Model provides a valuable framework for understanding how patient perceptions influence health behaviors, particularly medication adherence. Pharmacists, as integral members of the healthcare team, can use this model to guide their interactions with patients, helping them address concerns about susceptibility, severity, benefits, and barriers to treatment. By focusing on communication and health literacy, pharmacists can foster greater patient engagement, promote adherence to treatment regimens, and ultimately improve health outcomes. The model's emphasis on patient beliefs highlights the importance of tailoring interventions to individual patients, recognizing that health behaviors are deeply influenced by personal perceptions. Therefore, by applying the HBM in pharmacy practice, pharmacists can effectively bridge the gap between medical knowledge and patient behavior, ensuring that patients are not only informed but also motivated to take action to improve their health (O'Brien, C. E., Stafford, R., & Franks, A. M. (2018).

- Applying Social Cognitive Theory in Pharmacy Practice: Enhancing Self-Efficacy, Patient Engagement, and Health Outcomes:

Social Cognitive Theory (SCT) is a robust framework for understanding the complex interactions between individual behaviors, personal factors, and environmental influences. Developed by Albert Bandura, SCT highlights the crucial role of observational learning, self-efficacy, and social interactions in shaping behavior. The theory posits that behavior is not solely driven by internal drives or external rewards but is influenced by the dynamic interplay between cognitive, environmental, and behavioral factors. In the context of pharmacy practice, SCT can offer valuable insights into how pharmacists' actions and interpersonal communication can impact patient behavior. By focusing on how pharmacists build self-efficacy—both in their clinical competencies and in their ability to foster patient trust—the theory helps to explain how pharmacists can become more effective in promoting patient-centered care. Pharmacists who are confident in their skills and knowledge are better equipped to engage with patients in meaningful ways, which ultimately influences patient outcomes, including medication adherence and health behavior changes (Chamoun, et al. (2023).

One of the central tenets of Social Cognitive Theory is observational learning, which asserts that individuals can learn new behaviors by observing others and modeling their actions. In pharmacy practice, this can manifest in both the learning process of pharmacists and the way they influence patients. Pharmacists who observe and adopt best practices in patient communication, medication counseling, and collaborative decision-making can enhance their own clinical competencies. For instance, pharmacists who learn from peers or mentors about effective communication techniques can apply these strategies in their own patient interactions, leading to better patient engagement and education. Likewise, patients learn about health behaviors by observing how pharmacists explain their medications, address concerns, and manage potential side effects. These interactions serve as models for patients, influencing their own adherence to treatment plans and their confidence in managing their health. Therefore, SCT emphasizes the importance of role models—both within the healthcare team and between pharmacists and patients—in shaping positive health behaviors.

Self-efficacy, another key component of SCT, plays a critical role in how individuals approach challenges and tasks. In the context of pharmacy practice, pharmacists' self-efficacy refers to their belief in their ability to perform specific tasks, such as counseling patients, managing medication therapy, and providing appropriate interventions. A pharmacist's self-confidence is often influenced by their clinical skills, experience, and education. Pharmacists who believe they can effectively communicate with patients and provide valuable insights into their treatment are more likely to engage patients in meaningful discussions about their health. This confidence enables them to tackle difficult conversations, address patient concerns, and motivate patients to adhere to prescribed therapies. Additionally, pharmacists who feel confident in their clinical abilities are more likely to engage in proactive behaviors, such as monitoring for potential drug interactions or counseling patients on lifestyle changes that can complement their treatment. As a result, self-efficacy directly impacts the quality of patient care and fosters a collaborative, patient-centered approach.

SCT also underscores the role of the social environment in influencing behavior. In pharmacy practice, the social environment consists of multiple layers, including interactions with patients, colleagues, and the broader healthcare system. The feedback and support that pharmacists receive from their environment can significantly affect their motivation and performance. For example, a supportive work environment, where pharmacists receive encouragement and constructive feedback from supervisors or peers, can enhance their confidence and competence. This, in turn, improves their ability to engage with patients and provide high-quality care. Similarly, patients' behaviors are influenced by the social environment in which they interact with pharmacists. A positive, supportive relationship with a pharmacist can increase a patient's

confidence in their treatment plan and improve adherence. On the other hand, negative interactions or a lack of support may lead to disengagement or poor health behaviors. Therefore, the social environment plays a pivotal role in shaping both pharmacist and patient behaviors, influencing the overall success of patient-centered care.

Finally, Social Cognitive Theory offers a dynamic framework for understanding the relationship between pharmacist behavior, patient behavior, and the broader healthcare environment. In pharmacy practice, pharmacists act as key agents in influencing patient behavior by providing education, addressing concerns, and offering support. At the same time, patients' behaviors are shaped by their beliefs, attitudes, and prior experiences, which can be influenced by the feedback and guidance they receive from pharmacists. By enhancing pharmacists' self-efficacy and fostering positive social interactions, pharmacists can increase the likelihood of successful patient outcomes. The application of SCT allows this research to explore how pharmacists' confidence, communication skills, and clinical competence contribute to improved patient engagement, trust, and adherence. The theory also helps to illustrate the reciprocal nature of healthcare interactions, where both pharmacist and patient behaviors are continually influenced by each other. As pharmacists gain more confidence in their ability to provide patient-centered care, they are more likely to promote positive health behaviors in their patients, thereby fostering a cycle of improved care and health outcomes. This dynamic relationship is essential to understanding the complexities of healthcare delivery and is central to the success of patient-centered care in pharmacy practice (Foppa, et al. (2021).

Previous studies:

- **study of (Sánchez, A. M. (2011). Teaching patient-centered care to pharmacy students.**

Concepts in health care over the last 50 years have advanced to patient-centered practices across the globe. Pharmacist care has evolved from a narrower focus on products to a broader patient-centered practice retaining responsibility for product expertise, management, and optimal use. Patient-centeredness has driven processes of health-care delivery, information technology infrastructure, financial policy, and education of pharmacists in practice and those in training. Pharmacists, pharmacists' services, and pharmacy practice are all increasingly integrating at critical points in health-care delivery with other health professionals and industries to achieve care coordination for complex patients, while retaining independent and accessible services for patients and their communities. Contemporary research is pursuing a deeper understanding of the meaning and impact of patient-centeredness on patients, within the profession, and society at large. Change in care delivery is expected for the next several years to implement the full potential of patient-centered care.

- **Study of (Lewis, et al. (2014). The role of the pharmacist in patient-centered medical home practices: current perspectives.**

Patient-centered medical homes (PCMHs) are the centerpiece of primary care transformation in the US. They are intended to improve care coordination and communication, enhance health care quality and patient experiences, and lower health care costs by linking patients to a physician-led interdisciplinary health care team. PCMHs are widely supported by health care associations, payers, and employers. Health care accreditation organizations have created performance measures that promote the adoption of PCMH core attributes. Public and private payers are increasingly providing incentives and bonuses related to performance measure status. Evidence-based prescription, medication adherence, medication use coordination, and systems to support medication safety are all necessary components of PCMHs. Pharmacists have unique knowledge and skills that can complement the care provided by other PCMH team members. Their experience in drug therapy assessments, medication therapy management, and population health has documented benefits, both in terms of patient health outcomes and health care costs. Through collaborative care, pharmacists can assist physicians and other prescribers in medication management and thus improve prescriber productivity and patient access to care. Pharmacists are engaged in PCMHs through both employment and contractual arrangements. While some pharmacists serve a unique PCMH, others work within practice networks that serve practices within a geographical area. Financial support for pharmacist-provided services includes university funding, external grant funding, payer reimbursement, and allocation of PCMH incentives and bonus funds. There is growing support for pharmacist integration into PCMHs; however, more convincing cost-effectiveness data, as well as performance measures requiring the unique skills of pharmacists, may be needed before pharmacist-provided PCMH services become more widely adopted. Given the continued evolution of the PCMH model of care, ongoing opportunities exist for pharmacists to create an optimal care model that is suitable for PCMHs and rewarding for their profession.

- **Study of (Almalki, A. Y. A. (2024). Collaborative Roles of Pharmacy, Nursing, and Laboratory Services in Modern Healthcare: A Comprehensive Review.**

Clinical pharmacy is an integral component of modern healthcare, aimed at optimizing medication therapy and improving patient care outcomes. This article explores the comprehensive approach taken by clinical pharmacists to enhance patient care. Through medication management, patient education, Interprofessional collaboration, and research-driven quality improvement initiatives, clinical pharmacists play a vital role in ensuring safe, effective, and appropriate medication use. They review medication orders, evaluate drug interactions, and make recommendations to optimize treatment regimens. Additionally, they educate patients on proper medication administration, potential side effects, and the importance of adherence. Collaborating with healthcare professionals, clinical pharmacists contribute to interdisciplinary discussions, share expertise, and participate in evidence-based decision-making. Furthermore, they engage in clinical research, monitor medication safety, and contribute to continuous quality improvement. The comprehensive approach of clinical pharmacy has a profound impact on patient care, resulting in improved medication outcomes, enhanced patient safety, and better overall health outcomes. As clinical pharmacy continues to evolve, its role in delivering comprehensive patient care will only become more significant.

➤ **Study of (Dugan, B. D. (2006). Enhancing community pharmacy through advanced pharmacy practice experiences.**

The pressures driving the need for an expanded practice scope in community pharmacy have been building for the past 2 decades. Many pharmacists have chosen to embrace the pharmaceutical care model in their practice sites to meet patient and healthcare system needs. The potential for medication therapy management (MTM) services provide an additional career opportunity for pharmacy graduates. Colleges of pharmacy offer advanced pharmacy practice experiences (APPEs) in the community setting that are designed to prepare students for these opportunities. These sites provide students with the opportunity to observe the integration of pharmaceutical care activities into community practice. Although developing an APPE site is challenging, serving as a preceptor benefits the students, the site, and the patients served. Therefore, colleges of pharmacy and community pharmacists are collaborating to increase the number of APPE sites to prepare pharmacy students for practice today and tomorrow.

Discussion:

The discussion of this research centers on the crucial role of pharmacists in advancing patient-centered care, emphasizing the interconnectedness of clinical competency, communication, and patient behavior. Throughout the study, we have examined how pharmacists' clinical skills and self-efficacy influence patient outcomes, with particular attention to medication adherence and health behaviors. Building on frameworks like the Health Belief Model (HBM) and Social Cognitive Theory (SCT), it is clear that the interaction between pharmacist and patient is not one-sided but a dynamic process that shapes treatment success. The findings support the notion that a pharmacist's confidence in their clinical abilities, combined with effective communication, directly contributes to improved patient engagement, understanding, and adherence to treatment plans. Pharmacists who possess high self-efficacy are more likely to engage patients in discussions about their health, addressing concerns and motivating behavior change. This highlights the importance of continuous professional development for pharmacists, ensuring that they are equipped with not only clinical expertise but also the communication skills necessary to foster trust and encourage patient compliance.

Another significant aspect explored in this research is the patient-centered approach within the pharmacy setting. The application of the Patient-Centered Care (PCC) model emphasizes the importance of tailoring healthcare delivery to meet the specific needs, preferences, and values of individual patients. This research demonstrates that when pharmacists actively involve patients in their care decisions, taking time to listen to their concerns and educating them about their conditions and medications, they can improve patient outcomes. A key finding is the recognition that patient adherence is not solely determined by the biological or pharmacological factors of medication but is deeply influenced by how the patient perceives their health and treatment. By addressing factors such as health beliefs, self-efficacy, and environmental support, pharmacists can have a profound impact on the success of treatment plans. This approach aligns with the broader healthcare movement toward more personalized care, where patients are seen as active participants in managing their health, rather than passive recipients of care.

The clinical competency framework has also emerged as a critical element in supporting patient-centered care. This framework not only highlights the technical aspects of pharmacy practice but also underscores the importance of interpersonal skills, such as active listening, empathy, and effective communication. Our findings suggest that pharmacists who are proficient in these areas are better able to build rapport with patients, fostering an environment of trust where patients feel comfortable discussing their health concerns. Additionally, the research has shown that clinical competence is essential in medication therapy management, where pharmacists assess and optimize medication regimens to improve therapeutic outcomes. By using their clinical knowledge to identify potential drug interactions, side effects, and opportunities for therapy optimization, pharmacists can help patients achieve better health outcomes. The importance of such competencies is evident in the improvement of medication adherence, as patients are more likely to follow treatment plans when they believe their pharmacist is well-informed, approachable, and invested in their care. The Social Cognitive Theory (SCT) has provided valuable insights into how pharmacists' behaviors, such as confidence and communication skills, influence patient behaviors, including adherence to treatment. The research found that patients who perceive their pharmacists as confident and knowledgeable are more likely to trust their advice and follow treatment recommendations. Moreover, patients' behavior is not only shaped by their perceptions of the pharmacist but also by the feedback and support they receive throughout their healthcare journey. The theory suggests that self-efficacy, both in pharmacists and patients, plays a pivotal role in encouraging health-promoting behaviors. For pharmacists, a high level of self-efficacy translates into greater patient engagement and more effective interventions. Patients who believe they can manage their health are more likely to adhere to treatment plans and engage in preventive behaviors. This reciprocal relationship between pharmacist and patient underscores the importance of fostering self-efficacy in both parties to improve health outcomes. Lastly, this research demonstrates that patient-centered care, supported by a strong clinical competency framework and the application of psychological models like SCT and HBM, is essential in improving health outcomes, particularly in chronic disease management. The interaction between pharmacists and patients is fundamental in shaping behaviors that lead to better medication adherence and overall health management. This study emphasizes the need for ongoing education and training for pharmacists, not only in the scientific aspects of their practice but also in the communication and behavioral aspects that contribute to effective patient care. By applying these frameworks and focusing on both the technical and interpersonal dimensions of pharmacy practice, pharmacists can enhance their role in patient care, ensuring that patients receive the support they need to make informed decisions about their health and adhere to treatment plans. This research suggests that enhancing the clinical competencies of pharmacists, particularly in communication and patient education, can contribute significantly to improving patient-centered care and, consequently, the health outcomes of the patients they serve.

The results:

1. The study revealed that pharmacists who demonstrated high self-efficacy in their clinical skills were more successful in engaging patients in conversations about their health. These pharmacists were better at addressing patient concerns, explaining treatment options, and building a rapport, which ultimately led to increased patient trust and active participation in their care.
2. The research found a positive correlation between patient-centered care practices and improved medication adherence. Pharmacists who took the time to understand individual patient preferences, needs, and concerns and involved patients in decision-making had higher adherence rates, as patients felt more informed and supported in their treatment plans.
3. Pharmacists who exhibited strong communication skills—such as active listening, empathy, and clear explanation of medical information—were able to foster better relationships with patients. This led to a more effective exchange of health-related information, resulting in patients feeling more confident about their treatments, which in turn contributed to improved health outcomes.
4. The study highlighted the significance of social support in influencing medication adherence. Patients who received consistent feedback and encouragement from pharmacists were more likely to follow their prescribed medications and engage in behaviors that promoted their health, demonstrating the importance of the supportive environment created by the pharmacist.
5. Results showed that pharmacists with higher clinical competencies, such as the ability to assess drug interactions, understand pharmacodynamics, and adjust therapies, contributed to more successful medication therapy management. This competence allowed pharmacists to optimize patient treatments and improve overall therapeutic outcomes, especially in chronic disease management.
6. The research confirmed that patients' health beliefs, including their perceptions of illness severity and susceptibility, significantly impacted their medication adherence. Pharmacists who effectively communicated the seriousness of conditions and the benefits of adhering to treatment plans were able to overcome barriers to adherence, particularly in patients with chronic conditions.
7. The study found that patients often modeled their behaviors based on their interactions with pharmacists. Those who observed pharmacists displaying confidence, providing thorough education, and demonstrating positive health behaviors were more likely to adopt similar behaviors themselves, improving their overall engagement with their health management and treatment adherence.

conclusion:

In conclusion, this research has underscored the pivotal role of pharmacists in enhancing patient-centered care through a combination of clinical competence, effective communication, and an understanding of patient behaviors and health beliefs. By adopting a patient-centered care approach, pharmacists can significantly improve medication adherence and overall health outcomes. The study has demonstrated that pharmacists who possess high self-efficacy in their clinical skills are more likely to engage patients effectively, providing the support and education necessary for patients to make informed decisions about their health. Moreover, the research highlighted the importance of addressing patient beliefs, as patients who perceive the seriousness of their health conditions and the benefits of adhering to treatment are more likely to follow prescribed therapies. This is where the integration of psychological frameworks like the Health Belief Model and Social Cognitive Theory has proven valuable, as they offer insights into how patients' perceptions and behaviors are shaped by their interactions with healthcare providers. The findings also emphasize that the competence of pharmacists in medication therapy management and their ability to provide clear, empathetic communication is crucial in fostering trust and motivating patients to adopt positive health behaviors. By continually enhancing their clinical skills and interpersonal communication abilities, pharmacists can create a supportive and informative environment that encourages patients to actively participate in their care, thereby improving adherence rates and contributing to better health outcomes. The study further demonstrates that the relationship between pharmacists and patients is dynamic, with mutual influence contributing to the success of treatment plans and patient health. Ultimately, this research emphasizes the need for continued education and professional development for pharmacists to meet the growing demands of patient-centered care and to effectively address the complex factors that influence patient health behavior.

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