



THE PROFESSIONAL ASSISTANT SERVICE EXCELLENCE



MODULE 3: JULY 2015

Recommend or refer?

Providing excellent service includes the quality of advice that you give and the decisions that you make, such as whether to recommend or refer



RECOMMEND



REFER



OBJECTIVES

After studying this module, assistants will:

- Be able to find out all the required information
- Understand which customers to refer to the pharmacist.

Every day you use your professional judgement to decide whether to recommend a product or refer a customer to the pharmacist, based on the information you receive from asking the WWHAM questions.

Whether you are responding to a customer's symptoms or selling them a

product they have asked for by name, the WWHAM questions help you to obtain all the important information in a concise and structured manner so that you can make an informed decision on the most suitable course of action – recommend a product and offer advice or refer the customer to the pharmacist.



This module is suitable for all members of the pharmacy team who wish to increase their knowledge of communication skills and customer care. This module has been endorsed with the NPA's Training Seal as suitable for use by pharmacy teams as part of their ongoing learning. This module can also form part of your Team Tuesday training.

THE WWHAM PATHWAY_{part 2}

The WWHAM questions provide a concise basis upon which to structure your customer conversations and obtain the information you need to offer advice or refer to the pharmacist. Your pharmacy will have a sales of medicines protocol to follow, but there are some customers or 'red flag' answers that should alert you to refer the customer to the pharmacist.

Let's take a look...

01

WHO IS THE MEDICINE FOR?

Some customers will be more at risk of complications or adverse drug reactions than others. You may need to refer the following people to the pharmacist:

- Children under 12 years
- Pregnant or breastfeeding women
- Customers on prescription medication or who have a long-term condition.



03

HOW LONG HAVE YOU HAD THE SYMPTOMS?

Many minor ailments clear up within a few days, so anyone who has had symptoms for more than several days may need to speak to the pharmacist.

02

WHAT ARE THE SYMPTOMS?

Someone in severe pain, who has a recurring problem or who is bleeding may need to be referred to the pharmacist. You may also need to ask the customer a few more questions to get all the necessary information. For example, where is the rash? Or are the symptoms worse in the evening?



04

WHAT ACTION HAS ALREADY BEEN TAKEN?

It is good to establish what a customer has already tried, as you don't want to recommend the same product again if it didn't work. If a product has not worked, it may be best to refer to the pharmacist.

06

AND REMEMBER:

As you are finishing the conversation and putting products into a bag, take the opportunity to pass on important dosage or usage instructions about the medicines, and ask the customer if they would like any further information.



PRACTICE POINT

Discuss with your pharmacist:

- *The products that must only be sold with the pharmacist's involvement*
- *Who needs to be referred to the pharmacist.*

05

ARE YOU TAKING ANY OTHER MEDICATION?

It is important to ask about prescribed medicines as well as any OTC, herbal or nutritional supplements people may be taking, as some products can interact with each other or double up on active ingredients. If in doubt about the customer's answer, refer them to the pharmacist.