

The Pharmacy Profession - Competence to Confidence **Part 2**

“Emotional Development – the way forward?”

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INTRODUCTION



BACKGROUND

In 2016/17 I completed a project titled *The Pharmacy Profession “Competence to Confidence”* and one of the key recommendations was that we needed to broaden our development focus from just clinical and professional to include soft skills and Emotional Development.

GOAL OF PROJECT PART 2

Research pharmacist’s understanding of their Emotional Wellbeing (EW) and how a focus on their Emotional Development (ED) could enhance their wellbeing and link to an increase in confidence, value of self and the profession as well as enhancing patient impact.

METHOD

STAGE 1

a) Create a definition of EW: **“Feeling good about your role and what you are delivering AND functioning well day to day in your role”**

b) Create 6 key questions to be scored on a scale of 1 to 10 where 1 is low and 10 is high.

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| 1. How motivated are you in your role? | 4. How “in control” do you feel on a day-to-day basis? |
| 2. How much do you value yourself and what you are contributing? | 5. How “Stress free” are you? |
| 3. How much do you feel valued by others? | 6. How well are you achieving in your role? |

c) Design an EW diagnostic, which allowed interviewees reflect on what they needed to develop to improve their EW

1. Do you know what is important to you about your role?	7. Do you review successes and share good news stories regularly?
2. Do you know when you have done a good job?	8. Do you know what you need from the people that you work with to feel valued?
3. Do you start each day with a clear plan of what you want to achieve?	9. Do you know what the people that you work with need to feel valued?
4. Do you start each day with a positive mindset?	10. Do you have a good work/life balance?
5. Do you review what you have achieved at the end of each day?	11. Does your line manager know what you need to feel valued?
6. Do you focus on what you have done rather than what you haven’t done?	12. Do you have a coach/mentor/critical friend that you speak to regularly?

STAGE 2

Conduct an initial 30 minute interview with 20 volunteer pharmacist from different backgrounds and experiences. Agree 1 or 2 areas of Emotional development to focus on and conduct 10 minute follow up interviews 2/4 weeks after initial interview and repeat the initial 6 questions.

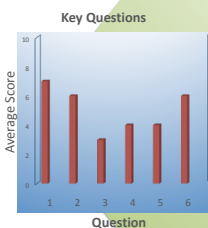
STAGE 3

Make recommendations and create a simple focus for ED

STAGE 4

Make recommendations and create a suggested plan of action.

RESULTS



Initial Interview – Scorings for 6 key questions
Higher scorings –Pharmacists in primary care roles
Lower scorings – Pharmacists in community pharmacy (particularly multiples)
Second Interview – Scorings for 6 key questions
11 Interviewees scores increased
6 Interviewees scores remained the same
3 Interviewees scores decreased (In these 3 cases workload had increased since Initial interview)
EW Diagnostic results
The most frequent NO responses were Questions 8, 9, 11 and 12
Benefits for Interviewees
<ul style="list-style-type: none"> “Time to reflect on myself & my behaviours” “Reminded me to focus on what’s in my control” “Feel more positive about me” “So helpful .. Realise Performance reviews are all about task and nothing about you personally”
<ul style="list-style-type: none"> “Opportunity to talk openly about me in a safe environment” “Looking at the whole you and giving yourself attention” “Made me think differently about how I behave” “Value myself a bit more”

DISCUSSION / RECOMMENDATIONS

We as a pharmacy profession have a culture of continual quality improvement for all our processes and procedures and we now need to develop this culture personally in our attitudes and behaviours. Until we step back and look at “how” we are doing things as well as “what” we are doing we will never be the confident profession we have the potential to be and risk a negative impact on our own Emotional Wellbeing and our patient interactions.

NEXT STEPS (April 2019 update)

- Create a simple model, which helps us define what good looks like for Emotional Wellbeing and Emotional Development as a Profession. (ED programme – **“The 5 Senses of Pharmacy”** designed & delivered to early years Pharmacists via The Royal Pharmaceutical Society)
- Test this model with a group of Pharmacist by doing a baseline diagnostic and developing a personal plan with 1 or 2 behavioural objectives. (Currently undertaking 3rd research project, testing **“The 5 Senses of Pharmacy”** programme with a wide range of Pharmacy professionals across all sectors)
- Repeat diagnostic in 3 months time and update personal plan with new (or continue with original) behavioural objectives
- Ensure each Pharmacist has access to a coach or buddy that can help create their areas of focus and support their progress.

Emotional Development is Quality Improvement of the Mind