

Communication Between General Practitioners and Pharmacists

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Overview

- Pharmacist-Physician Interaction
- Face and Politeness
- Effects of Politeness
- Implications/Recommendations

Pharmacist-Physician Interaction

- Pharmaceutical Care
 - Optimal Drug Therapy
 - Allergies and Contraindications
 - Medication Errors
- Role Expansion

Face and Politeness

- The concept of "face"
 - Positive sense of social value
 - Saving face and losing face
 - Face work

Politeness

- Politeness as a standard set of strategies for doing face work in ordinary interaction
- Face wants

- Positive
- Negative

Politeness

- Positive politeness
- Negative politeness

Face Threatening Acts

- Threats to Speaker's face wants
 - Positive face
 - Negative face
- Threats to Hearer's face wants
 - Positive face
 - Negative face

Politeness Strategies

- From least to most polite...
- Bald on the record
- On the record with redress
 - Positive politeness
 - Negative Politeness
- Off the record

- Abstention (don't do the FTA)

Situational Factors and Politeness

- Power (P)
- Social Distance (D)
- Ranking (R)
- Level of politeness is a function of P, D, and R
- Politeness = $P + D + R$

Effects of Politeness

- Perceived Assertiveness
- Perceived Credibility
- Consequences of Excessive Deference

Implications/Recommendations

- If you want to be perceived as assertive, then be direct; don't be too polite.
- If you want the doctor to feel powerful, be polite.

Summary

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Thank You