PHM 284M Pharmacy Professional Communications
Fall 2019

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  Office:  Forty Acres Pharmacy - SSB
  Office Hours:  By appointment only

Lab Coordinator:  Sharon Rush, RPh
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  Phone:  512-232-3463
  Office:  PHR 2.222F
  Office Hours:  By appointment only

Center for Health Communications Consultant:  Dr. Erin Donovan, Ph.D.
  Associate Professor

Course Unique Number(s):  58110, 58115, 58120

Classroom(s):
  Lecture:  PHR 2.108
  Lab:  PHR 4.212

Class Days/Times:
Lecture:  Monday 9:00am to 9:30am
Labs:  Tuesday 1:30pm to 4:30pm (58110)
       Thursday 1:30pm to 4:30pm (58115)
       Friday 2:00pm to 5:00pm (58120)
Course Description:
PHM 284M was developed by the UTCOP communications task force in collaboration with the Center for Healthcare Communications to comply with recommendations set forth by CAPE and ACPE accreditation standards. It is a 2-hour credit course comprised of a 1-hour lecture and a 3-hour laboratory session each week. Students will be expected to understand, apply, create, analyze, and evaluate verbal and non-verbal forms of human interaction in pharmacist-patient and interprofessional contexts. Students will use this knowledge to develop, practice, and reflect upon their existing professional communication strengths, areas for improvement, and actionable goals.

Course Prerequisites/Co-Requisites:
Successful completion of PHM 287D in Pharm.D. program curriculum at the University of Texas at Austin.

Course Learning Objectives (CAPE Objectives):
Upon successful completion of this course, students should be able to demonstrate or understand the following learning objectives that follow the CAPE educational subdomains:

- Develop the self-awareness necessary for continuous improvement based on an ability to summarize and critique one’s own areas of expertise and areas for improvement.
- Demonstrate interpersonal competence when being observed and analyzed by peers, and when observing and analyzing one’s peers.
- Produce audience-focused messages tailored to colleagues, patients, subordinates, and supervisors.

Perform fundamental professional communication skills such as impression management, managing uncertainty, rapport building, and active listening.

CAPE domains
- **Domain 3.5 – Approach to Practice and Care (Cultural Sensitivity – Includer)**
  - 3.5.1 – Recognize the collective identity and norms of different cultures without overgeneralizing (i.e., recognize and avoid biases and stereotyping)
  - 3.5.2 – Demonstrate an attitude that is respectful of different cultures.
  - 3.5.3 – Assess a patient’s health literacy and modify communication strategies to meet the patient’s needs.
  - 3.5.4 – Safely and appropriately incorporate patients’ cultural beliefs and practices into health and wellness care plans.
- **Domain 3.6 – Approach to practice and care (Communication – Communicator)**
  - 3.6.1 – Interview patients using an organized structure, specific questioning techniques (e.g., motivation interviewing), and medical terminology adapted for the audience.
  - 3.6.2 – Actively listen and ask appropriate open and closed-ended questions to gather information.
  - 3.6.3 – Use available technology and other media to assist with communication as appropriate.
  - 3.6.4 - Use effective interpersonal skills to establish rapport and build trusting relationships.
  - 3.6.5 – Communicate assertively, persuasively, confidently, and clearly.
  - 3.6.6 – Demonstrate empathy when interacting with others.
  - 3.6.7 – Deliver and obtain feedback to assess learning and promote goal setting and goal attainment.
  - 3.6.8 – Develop professional documents pertinent to organizational needs (e.g.,
monographs, policy documents).

- 3.6.9 – Document patient care activities clearly, concisely, and accurately using appropriate medical terminology.

**Course Success:**

A course in pharmacy professional communication not only encourages active participation in class discussion and exercises, but also *requires* it. Participation will be evaluated by the quality and quantity of contributions and involvement in class activities, constructive input during class, the degree of preparation for class, demonstrated efforts to successfully apply the material, and demonstrated efforts to skillfully and ethically evaluate interactions. Throughout the semester, students will partake in activities related to class. Examples of such activities will include: breaking into groups to produce a written/oral report on a communication issue, role play, improvisational exercises including impromptu speaking, completing short writing assignments, and other activities. If you are absent, you CANNOT make up class participation. Ask yourself: “How is my involvement in class adding value today?”

**Course Website:**

This course uses Canvas, a Web-based course management system in which a password-protected site is created for each course. Canvas will be used to distribute course materials, to communicate, and to post grades. Canvas is available at [http://canvas.utexas.edu](http://canvas.utexas.edu). Support is provided by the ITS Help Desk at 475-9400 Monday through Friday 8 am to 6 pm.

**Course Communications:**

Official course communications will take place in class, through e-mail and on the course Canvas website. Students are advised to configure their Canvas settings to forward course announcements to their official e-mail address. Canvas uses only the e-mail address listed on the official University of Texas directory, so please check the University’s online directory to ensure your e-mail address is listed correctly.

**Course Video Recordings:**

A video capture system will be used in this course for the lecture portion only. The video streams are offered as a supplement to lecture attendance, not as a substitute. Therefore, if technical problems preclude recording the lecture, the lecture will *not* be re-recorded, but students are still responsible for the content of the lecture. Lecture recordings will be available to you for the balance of the semester unless otherwise specified. Do not expect to have access after the semester is over.

Faculty and students utilizing class video recordings should be careful to not compromise the privacy of either themselves or other users ([http://registrar.utexas.edu/students/records/ferpa](http://registrar.utexas.edu/students/records/ferpa)), or the rights of the presenter. Students are free to make their own recordings of lectures unless specifically prohibited from doing so by the presenter. Any additional distribution of College- or student-generated recordings (regardless of format) is prohibited without the written and signed permission of the presenter and students identifiable on the recording. Likewise, all course materials developed by the faculty member (handouts, PowerPoints, etc.) are the intellectual property of that faculty member and cannot be distributed further without the permission of that faculty member.

Viewing video-streamed recordings of lectures can be streamed on campus or can be viewed off-campus using a DSL broadband connection. Your faculty are not in a position to troubleshoot your video-streaming problems, so please do not ask them to do so; rather, you should access the LRC’s help website at [https://www.utexas.edu/pharmacy/help/](https://www.utexas.edu/pharmacy/help/) to address those problems. You will find additional information about the lecture capture system or can report technical issues at [http://sites.utexas.edu/phr-lrc/](http://sites.utexas.edu/phr-lrc/)
Introductory Pharmacy Practice Experience:
This course provides 0 Patient Care IPPE hours, 2 hours of simulation, and 0 hours of reflection toward the student’s overall IPPE requirement.
Course Policies

Course Grading Policies:
To prove mastery of concepts and to achieve a passing grade, all students will be expected to meet or exceed an overall grade of 60%. Students not meeting or exceeding an overall grade of 60% will receive a failing grade and be considered for academic probation according to University of Texas College of Pharmacy Policy. http://catalog.utexas.edu/undergraduate/pharmacy/academic-policies-and-procedures/

Course Grade:
Letter grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Score</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A</td>
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<tr>
<td>80-89</td>
<td>B</td>
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<tr>
<td>70-79</td>
<td>C</td>
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<tr>
<td>60-69</td>
<td>D</td>
</tr>
<tr>
<td>&lt;59</td>
<td>F</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage of Total Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab Quizzes/Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Lab OSCE</td>
<td>20%</td>
</tr>
<tr>
<td>Lecture Exam #1</td>
<td>20%</td>
</tr>
<tr>
<td>Lecture Exam #2</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Final Grade Adjustments

**Lecture attendance**

| Perfect attendance     | 2.5% Bonus               |
| First absence          | No penalty               |
| Second and each subsequent absence | 2.5% Penalty |

**Quizzes**

| Pass all quizzes (≥60%) | 2.5% Bonus |
| First failed quiz (≤60%) | No penalty |
| Second and each subsequent failed quiz | 2.5% Penalty |
Assignments:

Lecture
Exams #1, #2 and the Final Exam will be administered In-Class using a closed book and multiple-choice format on ExamSoft®. Topics will include all weekly covered materials, including but not limited to, theories, methods, readings, lecture/lab examples and activities, techniques, and course slide presentations. Old exams will be not available for review prior to the final. Students should use exam study guidelines found on Canvas for the individual Lecture exams during the semester.

Lab Quizzes/Assignments
Weekly quizzes/assignments will be administered or announced during the regularly scheduled lab time and will cover material from lecture and lab. Assignments will be turned in at a specified date and time. All lab quizzes and assignments are pass/fail. A score of ≥60% will be used as a passing score.

Lab OSCE
One objective structured clinic examination (OSCE) will be administered during the last week of lab to assess the application of the skills learned to real-life scenarios. Students will be randomly scheduled to complete the OSCE. Students may be sequestered until it is their time to be tested. All students are required to score ≥70% on the OSCE. Failure to do so will result in repeated examination until a passing score is achieved. If a student is successful in their second OSCE attempt, the score from the first attempt will be used in the calculation of the final grade. Each subsequent OSCE failure will result in an additional 10% grade penalty.
Attendance:

Class Attendance:

As a required course in a professional curriculum, attendance is required for all lecture sessions.

- Students are required to attend each lecture and lab.
- Assigned seating and attendance will be mandatory for lecture.
- Students will be allowed to have one excused absence from lecture without grade penalty, of the student’s choice, excluding exam/exam days and laboratory, during the semester.
- Lecture Attendance will be graded per below chart from overall Lecture grade:

<table>
<thead>
<tr>
<th>Lecture attendance</th>
<th>2.5% Bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfect attendance</td>
<td>2.5% Bonus</td>
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<td>First absence</td>
<td>No penalty</td>
</tr>
<tr>
<td>Second and each subsequent absence</td>
<td>2.5% Penalty</td>
</tr>
</tbody>
</table>

- Please be on time for each class and remain for the entire period. Arriving late and/or leaving early is inconsiderate of peers, faculty, and staff. Being over 15 minutes late to a lecture session will result in “0%” on your attendance grade.
- Leaving early or preparing to leave early without permission from the Lecture Instructor is deemed unprofessional and may result in a “0%” on your attendance grade.
- Students will be excused from class session time by the Lecture Instructor, at the time the instructor deems appropriate, or no later than the scheduled course end time (9:50 a.m. Central)
- Campus Holidays and Closure days will be observed and accommodated by the Lecture Instructor per UT regulations.
- Religious and/or holy days will be considered an excused absence by UT Austin policy; however, the student must notify the lecture instructor of the pending absence at least fourteen (14) days prior to the date of observance of a religious holy day. The student must also “make up” the missed lecture. If this absence falls on an exam/quiz day the student must comply with the below attendance and “make up” requirements.
- Notices of probable or predictable absence or tardiness should be submitted no less than 72 hours before the scheduled lecture.
- Regardless of the reason for the absence, students are required to complete assignments by the beginning of their regularly scheduled lecture session.
- Students must notify and provide proof of registration to the Lecture Instructor a minimum of two weeks (14 days) before a professional state or national meeting and verify Lecture Instructor approval prior to their expected absence.
- Absences on exam/quiz days must be approved by the Lecture Instructor prior to the scheduled test. Students must notify the Lecture Instructor a minimum of two weeks before an absence on an exam/quiz day.
- The only valid excuses for missing an exam/quiz are a death in the family, significant personal illness (requires a physician’s excuse), or similar type emergencies. In the unfortunate event that this type of situation should occur, it is your responsibility to contact the Lecture Instructor as soon as possible.
- Requests must be in writing on the “Student Request for Alternate Examination Time” form available in the Student Affairs Office of the College of Pharmacy.
- It is the student's responsibility to provide the Lecture Instructor with a written medical excuse for the absence.
- If permission is given to miss the exam/quiz, a make-up exam/quiz will be scheduled at the convenience of
the Lecture Instructor. An unexcused absence will result in a grade of "0" for the exam/quiz.

**Lab Attendance:**

- Attendance is mandatory for all labs. The student is responsible for anything covered in lab. Lab material will be applicable to the final OSCE.
- Lab attendance will be taken each week. A pass/fail quiz or assignment will constitute the lab grade for that week.
- Legitimate excuses for absences are medical emergencies (this excludes notes for doctors’ appointments, dentist appointments, etc.) and religious observances.
  - Religious holy days: By UT Austin policy, you must notify the lab instructor of your pending absence at least fourteen (14) days prior to the date of observance of a religious holy day. If you must miss lab, an OSCE or an assignment in order to observe a religious holy day, you will be expected to reschedule the lab session during the same week.
- If you miss a lab session for personal reasons, professional meetings or non-emergency medical reasons, your absence will not be excused. Making up any missed quizzes or assignments is up the lab instructor’s discretion.
- If the student needs to reschedule a lab session, they must submit the request in writing to the lab instructor. The request must be approved prior to the lab session that will be missed or the student will be considered to have an unexcused absence and receive a zero grade for that lab.
- If the lab missed is the last lab of that week, the student will receive a zero grade for that lab.

**Excused Absences:**

The only absences that will be considered excused are for religious holy days or extenuating circumstances due to an emergency. If you plan to miss class due to observance of a religious holiday, please let the course coordinator know at least two weeks in advance, preferably at the beginning of the semester. You will not be penalized for this absence, although you will still be responsible for any work you will miss on that day if applicable. Check with the course coordinator for details or arrangements.

**Attendance at Professional Meetings:**

It is the student’s responsibility to ASK permission IN ADVANCE if they plan to attend a professional meeting that would necessitate missing an exam, assignment, or other required course activity. It is at the discretion of the course coordinator as to whether to grant permission and allow the student to make up any missed work.

**Required Materials:**

All required literature and materials for this course are found on the Canvas web-based course management system.

**Recommended Materials:**

All recommended literature and materials for this course are found on the Canvas web-based course management system.

**Classroom/Lab Expectations:**

**Cell Phones:**

- All phones must be silenced and out of view during sessions.
- Text messaging and e-mailing in class is prohibited unless authorized by your instructor.
- We will have a break about halfway through the lab and this time may be used to catch up on texts and e-mail.

**Laptops:** Laptop computer use during class is strictly limited to viewing lecture handouts and taking notes.
Dress Code for Lab:

- Students will be expected to adhere to Business Professional dress guidelines, detailed in this guide: https://my.mccombs.utexas.edu/My/BBA/Career-Services/~/media/B1FD6649A5374489978B35480EDFF67F.ashx
  - Men: full length slacks, dress shirt or polo shirt (shirts must have collars)
  - Women: pants or skirts with blouses or dresses
  - No shorts, jeans, athletic shoes, caps or hats will be permitted

- Inappropriate attire and lack of grooming can be prohibitive for effective communication or distracting and disrespectful to peers, faculty, and staff. Inappropriate attire includes (https://education.utexas.edu/about/college-offices/career-services/dress-success):
  - Casual wear (pajamas, sweat suits, revealing fabrics, revealing tank tops/shirts, revealing shorts/skirts).
  - Revealing is defined as allowing more of the wearer's body to be seen than is usual. Including but not limited to the following: cleavage, bare chest or chest hair, bare back, naval or stomach, exposure of upper thigh(s), genitalia, or buttocks.
  - Generally acceptable areas of exposure are areas above the collar bone and areas below the midpoint of the femur.
  - Wrinkled, untucked, pilled or linty clothing, tattered, faded, stained or dirty clothing.

- Students who violate the professional classroom decorum and dress code will receive a warning on the first offense. Penalties for subsequent offenses will result in receiving a zero grade for that lab.
Exam Policies

ExamSoft®:
Students are responsible for the maintenance of their approved personal devices and Examplify® software. Students are required to bring approved personal devices and privacy screens for all exam and indicated assignments. Lack of preparation may result in an inability to take the exam, adjustments to course grades at the discretion of course coordinators, and/or an unprofessional conduct referral.

Any problems with Examplify® or ExamSoft® should be addressed via phone to Student Tech Support at 866.429.8889, email to support@examsoft.com, or live chat at www.examsoft.com. Do not expect your faculty to troubleshoot your technology issues.

Students found improperly using ExamSoft® or Examplify® to gain unfair academic advantage are violating the College of Pharmacy Honor Code. Violations such as “academic dishonesty” and/or “professional misconduct” would include, but are not limited to using a classmate’s login/password, tampering with exam files, and falsifying upload or download information, or any attempt to circumvent the security features of the software.

Students should refer to the ExamSoft® Policies Handbook for a complete listing of policies related to exams, quizzes and assignments.

Exam Format:
Exams #1, #2 and the Final Exam will be administered In-Class using a closed book and multiple-choice format on ExamSoft®. Lab quizzes will be administered at the beginning of lab on ExamSoft®. Topics will include all weekly covered materials, including but not limited to, theories, methods, readings, lecture/lab examples and activities, techniques, and course slide presentations.

Exam questions may include multiple choice, true/false, fill-in-the-blank, matching and/or short answer.

Exam Grading: Grading of exams, along with statistical analysis and review of exam questions, will be the responsibility of the course coordinator and faculty, who may choose to grant credit for statistically poor questions.

Exam Return:
No examinations will be returned. Exam scores will be automatically generated by ExamSoft® and posted on the course Canvas site.

Exam Review: Requests for exam review must be in writing within 72 hours of completion of the exam. Exam review will be a secure delayed review at the convenience of the Course Coordinator.

Exam Reconsideration Requests:
Requests for exam reconsideration must be in writing with supporting evidence within 72 hours of completion of the exam. Exam reconsideration is based upon the discretion of the Course Coordinators and consultants. If reconsideration is granted the Course Coordinator will remove the question from the exam scoring for all students.

Final Exam Review of Old Exams:
Old exams will not be available for review prior to the final. Students should use exam study guidelines found on Canvas for the individual Lecture exams during the semester.

Final Exam Re-Examination Policy:
There is no final exam reconsideration requests or re-examinations allowed for this course.
Request for an Alternate Exam Time:

No allowances will be made for an exam being missed, other than documented illness or emergency, or by prior approval by the Course Coordinator. An unexcused absence from an exam may result in a grade of "zero" for that exam. Any student requesting accommodation for an upcoming exam must submit the request to the course coordinator using the online form posted on Canvas at least one month prior to the exam.

Note the new policy that an alternate exam time will be considered only if the student documents that they can’t be physically present on the date the exam is already scheduled. Any request for an alternate exam time needs to be submitted through this Qualtrics link:
https://utexas.qualtrics.com/jfe/form/SV_bfGs9VUDgOYwoXH

Academic Integrity:

Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. See College Policies and Information, and University Policies and Information for more details.

Religious Holy Days

If you will miss a class, an examination, a work assignment or a project in order to observe a religious holy day, you must notify the course coordinator the first week of class so that arrangements for all such students can be made for the full semester.

Services for Students with Disabilities:

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone) or https://diversity.utexas.edu/disability/. All University rules concerning accommodations must be followed, including the student arranging for special accommodations prior to each examination. In the absence of such prearrangement, it will be assumed that the student is not requesting special accommodations for that exam, and will be expected to take the exam with the rest of the class at the regularly scheduled exam time.

Please provide a copy of the letter to the course coordinator and the office of the Associate Dean for Academic Affairs as soon as possible after receipt.
<table>
<thead>
<tr>
<th>Week</th>
<th>LECTURE</th>
<th>LAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro</td>
<td>9/2</td>
<td>No Lecture – Labor Day Holiday</td>
</tr>
<tr>
<td>Lecture #1 Establishment</td>
<td>9/9</td>
<td>Introduction REDE and PaCT Patient-Centric Care</td>
</tr>
<tr>
<td>Lecture #2 Establishment</td>
<td>9/16</td>
<td>Professional Rapport, Self-Awareness, Credibility</td>
</tr>
<tr>
<td>Lecture #3 Professional Development</td>
<td>9/23</td>
<td>Principles of Professionalism, Team Dynamics, Personnel management, and Communication Tools</td>
</tr>
<tr>
<td>Lecture #4 Professional Development</td>
<td>9/30</td>
<td>Professional Brand, Health Marketing, Professional Interviewing</td>
</tr>
<tr>
<td>Exam #1 during Class</td>
<td>10/7</td>
<td>Exam #1</td>
</tr>
<tr>
<td>Lecture #5 The Patient</td>
<td>10/14</td>
<td>Patient Motivations: Narrative, Perspective, Perception</td>
</tr>
<tr>
<td>Lecture #6 The Patient</td>
<td>10/21</td>
<td>Cultural Health: Bias, Diversity, and Awareness</td>
</tr>
<tr>
<td>Lecture #7 The Patient</td>
<td>10/28</td>
<td>Sensitivity Communication Barriers Interactions and Phrasing</td>
</tr>
<tr>
<td>Lecture #8 Engagement</td>
<td>11/4</td>
<td>Transtheoretical Model of Change Motivational Interviewing</td>
</tr>
<tr>
<td>Event</td>
<td>Date(s)</td>
<td>Description</td>
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<td>-------------------------</td>
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<tr>
<td>Lecture #9 Engagement</td>
<td>11/11</td>
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<tr>
<td>Challenges and Situations</td>
<td>11/12 – 11/15</td>
<td>CARE technique COMFORT SAVE, ARIA</td>
</tr>
<tr>
<td>Exam #2 during Class</td>
<td>11/18</td>
<td>Exam #2</td>
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<tr>
<td></td>
<td>11/25</td>
<td>NO CLASS – Thanksgiving holiday</td>
</tr>
<tr>
<td>Final Exam during Class</td>
<td>12/2</td>
<td>Final Exam during Class</td>
</tr>
<tr>
<td></td>
<td>12/9</td>
<td>No class</td>
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</tbody>
</table>