



Get the lot  
IN ONE SPOT

AJP CPD  
continuing  
professional  
development



06

Weeks

05

Days

BUSINESS  
CLASS

COLUMNS

## STRIP BACK TO THE BASICS



GUEST AUTHOR — 12/08/2018

f t g+ p



**Recent debate over who is responsible for the short supply of urine**

# strips reveals some truths about health communication in pharmacy, says Glenn Guilfoyle

Avid readers of the trade press will have doubtless seen coverage over the past month or so surrounding the short supply of urine strip products, and the connection between this and “fad” dieters who are buying them up, denying diabetics in greater need.

One such editorial urged pharmacists to “screen” enquiring customers by asking if they are diabetic. The clear inference was to withhold sale to “sub-worthies” and reserve stock for “worthies”.

Whether such an approach is valid or otherwise, it struck me that the messaging in these editorials missed the mark in terms of professional service oriented pharmacies rewarding such customers (fad dieters or diabetics alike!) for coming into the pharmacy and exemplifying memorable professional service at the OTC counter.

It's all about the conversations we lead at the health service counters. In the world of growing market share by big box discounters, and the spectre of Amazon and other on-liners, the quality of conversations at the service counters is everything.

You might consider, for example, the growing pool of evidence supporting the effectiveness of diabetes prevention associated with addressing insulin and leptin resistance, metabolic syndrome via diet changes (fad or otherwise!), and host a discussion with the non-diabetic, fad dieter urine strip enquirer about what they are doing and why, and extend that conversation into other advice that you may be able to offer to assist in achieving their goals.

Then, when the diabetic urine strip enquirer comes in you might be able to host a discussion about the growing pool of evidence re diet specifics as diabetes treatment from the literature and also from the anecdotes you learned from the fad dieters discussions.

A great conversation tip when communicating a solution to any patient that may need some education is the phrase: “some of our patients discussing similar things as you have found that ... *specific pieces of advice*”.

You might like to try this conversation tip yourself, using your words that you are comfortable with. Practice it. Get good at it.

There is something very alluring in making a patient hearing new information for the first time feel like there are things out there that have been successful for people in similar situations. And that the advice giver (you!) has facilitated this solution numerous time before.

I suggest that the consideration of whether to sell urine strips to certain patients over others, without these sorts of discussions does not promote the noble cause of professionally oriented health solution pharmacies.

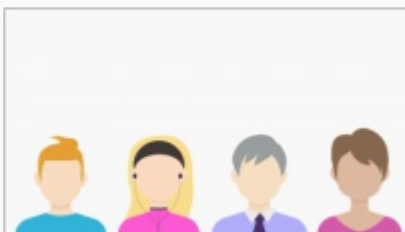


Glenn Guilfoyle is principal of The Next Level. Click [here](#) or call 0418 519 755

## Related Posts



Minutes and seconds lead to dollars & sense



Facing the public



What's the best option?

COMMENT ON THIS STORY BELOW



TAGS:

COMMUNICATION

CUSTOMER

GUILFOYLE

PREVIOUS POST

**Pharmacy union pushes inquiry into wage theft**

NEXT POST

**'This is life-changing news.'**

**AJP CPD**  
continuing  
professional  
development



Search



**WEBSITE MEMBERS**

[LOG IN](#)[REGISTER](#)

## POLL

Are MedsChecks a case of pharmacies 'double-dipping'? \*

- ☐ Yes, this is something they should do anyway
- ☐ No, this service should be remunerated in this way
- ☐ I'm not sure

[SUBMIT](#)[View results](#)[SUBSCRIBE TO THE AJP ONLINE](#)

## AJP ONLINE MAGAZINE

[CLICK HERE TO READ THE FULL  
ISSUE OF THIS MONTH'S AJP](#)

## AJP NEWSLETTER

[CLICK TO SIGNUP](#)

## SOCIAL FEED



## APP CONFERENCE 2018



APP 2018  
SPONSORED

NEWS

### PAIN MEDSCHECK TRIAL WILL ADD VALUE: EXPERT

 AJP STAFF , 07/06/2018

The funded service will encourage pharmacists to invest in pain management – but there is a need to upskill, says PainWISE's Joyce McSwan In late ...

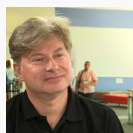
[Read more >](#)

[1 Comment](#)



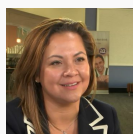
### **“Pain is not a symptom, it's a disease state”**

AJP STAFF , 29/05/2018



### **Consumer-led innovation: a new approach to the pain category**

AJP STAFF , 22/05/2018



### **Community pharmacies well placed for professional services: Catherine Bronger**

AJP STAFF , 21/05/2018

---

## **CLINICAL TIPS**



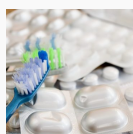
### **Clinical tips: polypharmacy**

BEN BASGER , 10/08/2018



### **Clinical tips: feeding Baby**

LISA NISSEN AND ESTHER LAU , 03/08/2018



### **Clinical tips: oral health**

JARROD MCMAUGH , 27/07/2018



### **Clinical tips: Chronic Viral Hepatitis**

JARROD MCMAUGH , 23/07/2018

**AJP.COM.AU**

This web site is intended for Australian pharmacy professionals and is not a substitute for independent professional advice. Information and interactions contained in this website are for information purposes only and are not intended to be used to diagnose, treat, cure or prevent any disease. Further the accuracy, currency and completeness of the information available on this web site cannot be guaranteed. APPco Pty Ltd, its affiliates and their respective servants and agents do not accept any liability for any injury, loss or damage incurred by use of or reliance on the information made available via or through

TAGS

6CPA	ADDICTION	AMA	ANTIBIOTICS	ASTHMA	AWARDS	BUSINESS	CANCER	CARDIOVASCULAR	CHEMIST WAREHOUSE	CHILD HEALTH
CMS	CODEINE	COMPETITIONS	CONFERENCES	CRIME	DEATH	DIABETES	GPS	GUILD	INFLUENZA	KING REVIEW
										LEGAL
										MENTAL HEALTH
NPS MEDICINEWISE	NUTRITION	OBESITY	OPIOIDS	PAIN MANAGEMENT	PBS	PHARMACY	PHARMACY GUILD			
PHARMACY GUILD OF AUSTRALIA		PHARMACY STUDENTS		PROFESSIONAL SERVICES		PSA	RESEARCH	SHPA	SMOKING	TECHNOLOGY
						UK NEWS	US NEWS	VACCINATION		TGA
										WOMEN'S HEALTH

APP 2017	34
APP 2017 NEWS	14
APP 2017 SPONSORED	05
APP 2017 VIDEOS	01
BUSINESS	110
BUSINESS CLASS	75
CLINICAL	64
CLINICAL TIPS	165
COLUMNS	572
CPD	80
CPD ACTIVITY	74
CPD ANSWERS	01
EVENTS	11
FEATURES	178
HEALTH FOCUS	20
HEAR THIS	06
LEGAL	35
LIFESTYLE	14
NEWS	5885
OPINION	181
OTC	02
PAIN HUB	08
PHARMACY ANNOUNCEMENTS	281
POLITICAL	17

POLLS	70
PROFESSIONAL	15
RESEARCH ROUNDUP	110
SPONSORED	31
TALKING HEADS	45
WORLD NEWS	93
Copyright © 2017, APPco Pty Ltd, All rights reserved. Website by Blue Mountains Web Design	

18  
SHARES









