



COURSE BROCHURE 2020

Pharmacists Assistants

John Ireland
16 Stillwater Cove,
Melkbosstrand, 7441
Mobile (082) 373 4585
Landline (021) 553 1543
e-mail ji@icon.co.za
Website: www.positiveimpact4health.com



Table of Contents

2020 Clinical Courses	5
<i>Appendicitis</i>	5
<i>Asthma</i>	5
<i>Atrial Fibrillation</i>	5
<i>Bacterial Skin Infections</i>	6
<i>Cataracts: types, risks and management</i>	6
<i>Common eye conditions</i>	7
<i>Conjunctivitis: symptoms, diagnosis and treatment</i>	7
<i>Dental health</i>	8
<i>Depression in adults</i>	8
<i>Epilepsy</i>	8
<i>Focus on foot care</i>	9
<i>Focus on pet health</i>	9
<i>Hypertension</i>	9
<i>Lower back pain and sciatica</i>	10
<i>Lower gastro-intestinal health</i>	11
<i>Male infertility: causes and management</i>	11
<i>Managing Fungal skin infections</i>	11
<i>Multiple Sclerosis</i>	12
<i>Pancreatic cancer – the role of the pharmacy team</i>	12
<i>Scabies</i>	13
<i>Threadworm: symptoms & treatment</i>	13
<i>Treating tobacco dependence</i>	13
<i>Type 2 diabetes treatment</i>	14
<i>Winter Health</i>	14
<i>Women's intimate health</i>	14
2019 Clinical Courses	15
<i>Acne</i>	15
<i>ADHD</i>	15
<i>Anxiety disorders in adults</i>	15
<i>Bipolar Disorder</i>	15
<i>Children's pain and fever</i>	16
<i>Coughs</i>	17
<i>Ear Care</i>	17
<i>Eye Care</i>	17
<i>Hayfever</i>	17
<i>Head lice</i>	18
<i>Irritable Bowel Syndrome (IBS)</i>	18
<i>Indigestion & Heartburn</i>	18
<i>Liver disease- viral hepatitis</i>	19
<i>Mental Health in young People</i>	19
<i>Mild cognitive impairment and dementia</i>	19
<i>Muscle and joint pain</i>	20
<i>Nasal conditions</i>	20
<i>Nasal Polyps</i>	20
<i>Osteoporosis</i>	20
<i>Ovulation and pregnancy testing</i>	21
<i>Premenstrual syndrome (PMS)</i>	21
<i>Skincare</i>	22

Sore throat.....	22
Tiredness and fatigue.....	22
Previous Clinical Courses.....	23
Actinic Keratoses and Skin Cancer.....	23
Allergies.....	23
Antibiotics.....	23
Antibiotic Stewardship.....	24
Arthritis.....	25
Asthma and COPD.....	25
Baby Health.....	25
Cancer.....	26
Cardiovascular Disease.....	26
Cardiovascular disease (Update).....	26
Care for the elderly.....	27
Chronic obstructive pulmonary disease.....	27
Contributing to care for overactive bladder.....	28
Depression.....	28
Diabetes.....	28
Drug Dependency.....	29
Family Planning.....	29
Female Health.....	29
Heart Failure.....	30
Eczema & Dry Skin.....	30
Insomnia.....	30
Joint healthcare.....	30
Menopause.....	31
Mental Illness.....	32
Migraine.....	32
Mobility issues among older customers.....	32
Optimising inhaler technique.....	33
Pain Problems.....	34
Parasiticides for Dogs and Cats.....	34
Parkinsons Disease.....	35
Porphyria.....	35
Psoriasis.....	36
Schizophrenia.....	36
Smoking Cessation.....	37
The Immune System.....	37
Winter Health.....	38
Non-Clinical Courses.....	39
An Introduction to Resilience.....	39
Assertion, Aggression & passivity.....	39
Building Patient Trust.....	39
Conflict Management.....	40
Creative Problem-Solving Skills.....	40
Customer Service Skills for Pharmacist's Assistants.....	41
Decision-Making Skills.....	41
Effective Time Management.....	41
Equality & Diversity Awareness.....	42
Handling Difficult People & Situations.....	42
Managing Customer Relationships.....	42

<i>Maximising Incoming Business</i>	43
<i>Motivational Support / Interviewing</i>	43
<i>Myers Briggs Type Inventory</i>	43
<i>Selling to Different Personality Types</i>	44
<i>Understanding Personality Types</i>	44
<i>Unlocking your potential</i>	45

2020 Clinical Courses

Appendicitis

Acute inflammation of the appendix is known as appendicitis. This is a common condition – it is estimated that one in 13 people will develop appendicitis at some point in their lives. It can develop at any time, but is most common in those aged between 10 and 20 years.

Course Objectives

By the end of this course participants should be able to explain:

- The causes of appendicitis and its symptoms and diagnosis
- The risks of perforation and the complications this can cause
- How appendicitis is treated and the complications associated with surgery

Asthma

Asthma is a chronic long-term condition, which can be defined as a reversible constriction of the airways. This module will focus on a stepwise treatment to keep symptoms under control.

Course Objectives

By the end of this course participants should be able to:

- Describe the stepwise treatment pathways for asthma
- Explain how best to keep symptoms under control
- Identify further ways they can support patients with asthma.

Atrial Fibrillation

Atrial fibrillation (AF) is the most common heart rhythm condition. AF can increase risk of stroke compared to patients with normal heart rhythm and although AF is not usually life threatening, it can be uncomfortable and often requires treatment. Anticoagulation treatment, which helps to prevent blood clots, is a highly effective intervention and can reduce an individual's risk of an AF-related stroke by around two-thirds.

This course aims to provide an overview of the current management of atrial fibrillation (AF).

Course Objectives

- Describe the key symptoms of AF
- Explain the role of anticoagulation in preventing AF-related stroke
- Understand how both stroke and bleeding risk are determined in a patient with AF.

Bacterial Skin Infections

Skin infections can be bacterial, fungal or viral. Some can be minor, self-limiting episodes, while more serious infections may require referral for assessment and prescribed antimicrobial treatment. The pharmacy is often the first port of call so it is important pharmacy teams are able to distinguish between them. This course focuses on common bacterial skin infections, which can be categorised according to the sites of infection: epidermal, follicular and dermal.

Course Objectives

By the end of this course participants should be able to explain:

- Recognise the presenting features of common minor bacterial skin infections
- Explain the management options available
- Help patients to use their prescribed and OTC treatments correctly.

Cataracts: types, risks and management

A cataract is an opacity (cloudy) area in the normally clear lens of the eye and are the main cause of impaired vision worldwide, with cataract formation seen as a normal part of ageing. This module will focus on the different types, risk factors, surgery and advice that pharmacists can give.

Course Objectives

By the end of this course participants should be able to explain:

- The different types of cataracts and their symptoms
- The risk factors for cataracts and how they are diagnosed
- How cataract surgery is performed and its risks and complications
- Advice pharmacists can give to patients about surgery aftercare

Common eye conditions

This CPD module is about current thinking on common eye conditions. It will consider the symptoms of conjunctivitis and dry eye, as well as how to manage the conditions.

Course Objectives

By the end of this course participants should be able to:

- Explain the symptoms of common eye conditions and be familiar with over-the-counter treatments
- Discuss the pros and cons of treatment with topical chloramphenicol with patients who have infective conjunctivitis
- Make a suitable product recommendation for dry eye syndrome.

Conjunctivitis: symptoms, diagnosis and treatment

Conjunctivitis is a general term for the inflammation or swelling of the conjunctiva – the thin, transparent mucous membrane that covers the front of the eye and lines the inside of the eyelids. This module will look at the various causes of conjunctivitis and treatments available.

Course Objectives

By the end of this course participants should be able to explain:

- The different types of conjunctivitis
- How to recognise the symptoms and accurately diagnose the condition
- Differentiate between other conditions that cause similar eye symptoms
- The suitable treatments available for infective conjunctivitis

Dental health

A good dental health routine is crucial to maintaining healthy teeth and gums but it can have wider health benefits, too; as this module will demonstrate.

Course Objectives

By the end of this course participants should:

- Be familiar with the structure of teeth and gums
- Understand the important health benefits of a good dental health routine
- Be aware of the causes of tooth decay, bad breath, sensitive teeth and the risks of gum disease
- Know the self-care tips that will help customers look after their teeth and gums.

Depression in adults

This module will help you identify the signs of depression in adults and understand how the condition is managed.

Course Objectives

By the end of this course participants should be able to:

- Recognise the signs and symptoms of depression
- Explain both pharmacological and non-pharmacological management options
- Advise and support people who are affected by the illness.

Epilepsy

An epileptic seizure is a transient disturbance of consciousness, behaviour, emotion, motor function or sensation, due to abnormal electrical activity in the brain. Epilepsy most commonly starts in childhood, or in older people, and is more common in those with learning difficulties. There is no anatomically identifiable cause in about two-thirds of people with epilepsy.

Course Objectives

By the end of this course participants should be able to:

- Explain why epilepsy occurs
- Describe treatments for managing epilepsy
- Support patients to ensure they are effectively managing their epilepsy.

Focus on foot care

If left untreated, foot problems can cause pain and affect the way people walk, which in turn can cause knee, hip and back problems. Treating foot conditions as soon as possible is therefore important to limit the long-term impact on the body.

Course Objectives

By the end of this course participants should:

- Know the common conditions that can affect the feet
- Understand the treatments available to treat these conditions
- Be able to answer customers' footcare concerns with confidence

Focus on pet health

South Africans have long been regarded as a nation of animal lovers, with 51 per cent of households counting a pet among its members. Raising awareness of pet health issues and educating pet owners on how to care for their pet's overall health presents an important opportunity for pharmacy teams.

Course Objectives

By the end of this course participants should:

- Understand what parasites can affect pets
- Be familiar with some of the commonly used products to be able to recommend their use
- Understand the supervision requirements when recommending medicines for pets.

Hypertension

Hypertension is a complex, yet manageable condition. While an initial diagnosis of high blood pressure must be made by a doctor, there is significant scope for pharmacy teams to help patients manage the condition once it has been diagnosed. This module explores ways you can help hypertension patients lead healthier lives.

Course Objectives

By the end of this course participants should:

- Understand the link between hypertension and cardiovascular disease
- Understand how salt consumption affects blood pressure levels
- Know how to enable customers to make lifestyle changes that can lower their blood pressure
- Appreciate the importance of medicine adherence
- Recognise why some patients struggle with adherence
- Understand how to play an active role in increasing medicine adherence.

Lower back pain and sciatica

Most cases of lower back pain and sciatica seen by pharmacists and their teams will be minor and self-limiting, but some will be more problematic and require a referral to a GP or specialist. There is also the possibility that the lower back pain a patient is complaining of is a symptom of something much more serious that requires emergency care.

Course Objectives

By the end of this course participants should:

- What conditions can cause lower back pain and when patients should be referred
- How non-specific lower back pain is assessed and managed
- How pharmacists and their staff can support patients with this symptom
- How sciatica is recognised and treated

Lower gastro-intestinal health

Pharmacies stock a range of products for treating conditions that affect the lower gastrointestinal (GI) tract. Being able to advise customers how best to use these products, making confident recommendations and knowing when to refer to the pharmacist are all essential skills for pharmacy teams..

Course Objectives

By the end of this course participants should:

- Understand common lower GI conditions
- Be familiar with some of the OTC treatments
- Be able to offer appropriate self-care advice
- Know when to refer to the pharmacist

Male infertility: causes and management

This year has seen the 40th birthday of Louise Brown, the first baby in the world to be conceived via in-vitro fertilisation (IVF). Pharmacists and their staff need to be equipped with up-to-date and relevant information on the topic, so they are able to encourage men to seek medical help as well as provide support whether they decide to embark on treatment for the problem or not.

Course Objectives

By the end of this course participants should:

- How infertility is determined and classified
- The prevalence of male infertility and the tests performed to identify the cause
- The reasons for male infertility and the various management options
- What pharmacy teams can do to support and advise these patients

Managing Fungal skin infections

Fungal infections of the skin are caused mainly by two groups of fungi: dermatophytes, such as *Trichophyton rubrum*, which invade keratin (e.g. hair, skin and nail tissue) and yeasts, such as *Candida albicans*, which infect warm, moist sites.

The effectiveness of treatments depends on good adherence and persistence, in addition to other measures to minimise the growth of fungal organisms and prevent reinfection. This means that there is much for the pharmacy team to do in terms of educating and encouraging patients to get the best out of their treatments.

Course objectives

By the end of this course participants should be able to:

- Identify the presenting features of some common fungal skin infections
- Explain the management options and the possible complications
- Manage common fungal skin infections using prescribed and OTC treatments.

Multiple Sclerosis

Multiple sclerosis (MS) is an immune-mediated, inflammatory, neurodegenerative condition of the central nervous system, affecting both the brain and spinal cord. It is three times more common in women than men. People are most likely to be diagnosed with MS in their 20s to 40s, but many notice their first symptoms years before they are diagnosed. MS is one of the leading causes of disability in young adults.

Course Objectives

By the end of this course participants should:

- Explain what multiple sclerosis is and identify the symptoms
- List the different disease modifying treatments available
- Understand the importance of symptom management in multiple sclerosis.

Pancreatic cancer – the role of the pharmacy team

Working in community pharmacy, you may think that people suffering from cancer can only be supported by their GP or in a hospital setting. Although diagnosis will be by a doctor, symptoms will often present long before. This module will help you to understand the key role you can play in spotting symptoms of pancreatic cancer for early diagnosis, which can significantly improve survival rates.

Course Objectives

By the end of this course participants should

- Understand where the pancreas is and its functions in the body
- Identify the risk factors associated with pancreatic cancer and explore its impact on sufferers
- Recognise the symptoms that may indicate pancreatic cancer and require urgent referral to a GP
- Reflect on the communication skills needed when speaking to customers who are suffering from pancreatic cancer or patients who are showing symptoms.

Scabies

Typically, an infected person will be infested with between 10 to 15 mites. Scabies symptoms are caused by the body's immune response to the mites' saliva, eggs and/or faeces. It is also possible for animal scabies to infest humans. However, this infestation tends to be self-limiting and requires no treatment, and therefore will not be discussed in this module.

Course Objectives

By the end of this course participants should

- The prevalence of scabies
- Its signs and symptoms
- Treatment options to eradicate infection and methods for preventing transmission and reinfection
- Advice pharmacist's assistants can provide to patients

Threadworm: symptoms & treatment

Although threadworm infections occur most commonly in children, they can affect people of all ages as they can be easily transferred – for example, to parents and caregivers. In addition, the infection is prominent among those living in institutions.

Course Objectives

By the end of this course participants should

- What threadworm infection is and who is most likely to be infected
- The life cycle of the threadworm
- The symptoms, diagnosis and complications of threadworm infection
- How threadworm is treated and the hygiene measures patients should follow

Treating tobacco dependence

This module gives an overview of the latest guidelines on smoking cessation and the practical aspects that community pharmacy teams can put into practice.

Course Objectives

By the end of this course participants should

- Identify the patient groups that should be targeted for smoking cessation
- Explain the treatment options available
- Offer very brief advice.

Type 2 diabetes treatment

This module will help pharmacists assistants improve their understanding of the treatment pathways for type 2 diabetes.

Course Objectives

By the end of this course participants should

- Discuss the different ways type 2 diabetes is managed
- Explain the non-pharmacological approaches and antidiabetic medicines that are involved in its management
- Identify ways they can support patients.

Winter Health

At this time of year cold and flu cause an increasing number of customers to seek advice. Pharmacy teams should not underestimate the effect they can have in reducing unnecessary trips to the GP.

The message that antibiotics are ineffective for most people with colds or flu is at the centre of public health campaigns, but pharmacy teams should be prepared to deal with enquiries from patients who think otherwise.

Course Objectives

After this course, pharmacist's assistants will be able to:

- Explain the typical duration of common respiratory infections
- Discuss self-care measures and OTC products that can relieve symptoms
- Recognise which symptoms warrant urgent and non-urgent referral.

Women's intimate health

Vaginal health issues are common, but customers may feel embarrassed about discussing them. This module will help pharmacy assistants get to grips with handling conversations with sensitivity and understanding, and providing effective advice and product recommendations.

Course Objectives

By the end of this course participants should

- Understand what conditions can affect vaginal health
- Be familiar with commonly used treatments and be able to recommend their use
- Know when to refer to the pharmacist.

2019 Clinical Courses

Acne

This course will consider the causes, symptoms and treatment options for acne.

Course Objectives

By the end of this course participants should:

- Be familiar with the basic structure of human skin and the hormonal changes that lead to acne
- Understand the common causes of acne and who is most likely to be affected
- Be aware of some of the most common myths about acne
- Know when to refer sufferers to the pharmacist
- Be able to suggest OTC acne treatments and skincare products
- Be able to advise on self-care techniques to help minimise symptoms.

ADHD

This course is about current thinking on attention deficit hyperactivity disorder (ADHD). It will consider the symptoms, diagnosis and management options of the condition, as well as side effects of treatment.

Course Objectives

By the end of this course participants should:

- Be able to describe the core symptoms of ADHD
- Understand the different types of medication available
- Be aware of ADHD medication side effects and how to manage them.

Anxiety disorders in adults

This course outlines the main anxiety disorders and their treatments. It focuses on the most important features of drug therapy for anxiety and summarises ways in which pharmacy can help patients with anxiety.

Course Objectives

By the end of this course participants should:

- Be able to identify the main types of anxiety disorder
- Understand the roles of psychotherapy and drug therapy in the management of anxiety
- Be able to help patients adhere to their prescribed anti-anxiety treatment.

Bipolar Disorder

Bipolar disorder is a complex condition that has an early age of onset. The peak rate of onset is between the ages of 15 and 19 years, with prevalence similar in both sexes.

Course Objectives

By the end of this course participants should be able to:

- List the key symptoms of bipolar disorder.
- Explain the treatment strategies for acute mania, acute bipolar depression and longer-term treatment
- Understand the challenges patients with bipolar disorder face.

Children's pain and fever

When a child is in pain or has a fever, it can be a worrying time. So, it is important for pharmacy assistants to know how to advise parents and when to refer to the pharmacist.

Course Objectives

By the end of this course participants should:

- Understand some of the different causes of pain and fever in children
- Be familiar with some of the common medicines used to treat pain and fever in children
- Know when to refer to the pharmacist.

Coughs

Coughs are very common, and can be caused by a variety of triggers. A cough is a reflex response that aims to clear the airway of irritants, and several parts of the body are involved in the cough action.

Course Objectives

By the end of this course participants should:

- Understand how and why a cough occurs
- Recognise the symptoms that might warrant referral
- Know the treatment options available, including self-care measures.

Ear Care

Our ears help with both hearing and balance, but they are often taken for granted – until something goes wrong. In such situations, customers may turn to the pharmacy for help

Course Objectives

By the end of this course participants should:

- Have a basic understanding of the ear's structure
- Be familiar with some of the common conditions that can affect the ears
- Know the treatment options and when to refer.

Eye Care

Sight is arguably our most important sense. However, just because a person's vision is fine, that doesn't mean their eyes are always healthy – even minor eye conditions may cause discomfort and concern

Course Objectives

By the end of this course participants should:

- Have a basic understanding of the structure of the eye
- Be familiar with common, minor conditions that affect eyes
- Know what treatment options are available to relieve these conditions.

Hayfever

With the arrival of the spring and summer months come picnics in the park and fun in the sun. But for one in five people it also means hayfever. So how can pharmacy teams help people to manage their symptoms?

Course Objectives

By the end of this course participants should:

- Recognise the symptoms of hayfever
- Know how customers can prevent symptoms of hayfever
- Understand how to respond to customers' different needs and advise them on the most suitable treatment choices.

Head lice

This pharmacist's assistant module is about head lice. It will consider detection, treatment and prevention options for infestations.

Course Objectives

By the end of this course participants should:

- Have an understanding of the life cycle of head lice
- Be able to advise on detecting a head lice infection
- Know what treatment options are available.

Irritable Bowel Syndrome (IBS)

This training session will get participants to think about the symptoms and treatments of IBS, as well as the advice and support they can provide customers in their pharmacies who are suffering from this and other bowel health problems.

Course Objectives

By the end of this course participants should have:

- Updated their knowledge on the bowel health category
- Encouraged them to set aside time for training and work as a team to improve their skills in this area of practice.

Indigestion & Heartburn

The gastrointestinal system is the part of the body that takes in food, digests it and expels the waste products. Understanding how this system works will increase your knowledge of why indigestion and heartburn occur, and how the treatment options relieve symptoms.

Course Objectives

By the end of this course participants should:

- Understand how and why indigestion and heartburn occur
- Recognise the symptoms of indigestion and heartburn, and know when to refer customers to the pharmacist
- Know the treatment options available, including lifestyle measures that may help.

Liver disease- viral hepatitis

This article focuses on viral hepatitis – a major cause of liver disease. There are five distinct types, with each having a different route of transmission and treatment, and some even being vaccine-preventable.

Course Objectives

By the end of this course participants should be able to explain:

- What can cause liver disease
- The different types of hepatitis that exist and how they are diagnosed and treated
- Who is susceptible to the various types of hepatitis
- The pharmacy's role in helping patients manage their hepatitis

Mental Health in young People

When most people think of health for the six to 18-year age group, minor ailments and immunisations often spring to mind. Yet children's mental health is a significant issue in SA. The proportion of 15 to 16-year-olds who frequently feel anxious or depressed has doubled in the past 30 years, and one in 10 young people now experience a mental health problem

Course Objectives

By the end of this course participants should be able to explain:

- Common pressures which can lead to mental problems in younger people
- Seeking help
- The role of the pharmacy
- Gathering information and advising customers

Mild cognitive impairment and dementia

This CPD module is about current thinking on mild cognitive impairment and dementia. It will look at the differences between normal ageing and cognitive impairment, the different types of dementia and the treatments available.

Course Objectives

By the end of this course participants should be able to:

- Describe the difference between cognitive impairment in normal ageing and that in dementia
- Identify the different types of dementia that are likely to be encountered
- Explain the treatment options available.

Muscle and joint pain

This module is about muscle and joint pain. It will consider the topical products and self-care advice that can help to relieve pain and inflammation, and in some cases, prevent it.

Course Objectives

By the end of this course participants should be able to:

- Understand how and why painful joint and muscle conditions occur
- Recognise symptoms that might warrant referral
- Know the treatment options available, including self-care measures.

Nasal conditions

As well as giving us the ability to smell, the nose plays an important role in the respiratory and immune systems and also contributes to our ability to hear and taste. So, it's no wonder that nasal conditions can make us feel particularly unwell.

Course Objectives

By the end of this course participants should be able to:

- Have a basic understanding of the structure of the nose
- Be familiar with common conditions that affect the nose
- Know what treatment options are available to relieve these conditions.

Nasal Polyps

Around one in 25 people will develop nasal polyps at some point in their life. They are common in adults over 40 years and are twice as likely to affect men as women. While anyone can be affected by nasal polyps, they rarely occur in children.

Course Objectives

By the end of this course participants should be able to explain:

- What nasal polyps are and how they form
- The symptoms patients typically present with
- Options for managing nasal polyps
- Advice pharmacists can provide to patients

Osteoporosis

As people get older, they may fall more often. Falls can obviously result in physical injury, which can be serious (e.g. fracture or head injury), but they can also have psychological effects, such as a fear of falling and a loss of confidence that can lead to a self-restricted reduction in physical activity and social interactions.

Course Objectives

By the end of this course participants should be able to explain:

- Be aware of current treatments for osteoporosis

- Understand the evidence in support of exercise as an intervention to prevent falls and fractures
- Be aware of the role community pharmacy can play in preventing falls and fractures.

Ovulation and pregnancy testing

It is much more common for women today to delay having a baby. Indeed, it has been reported that the number of babies born to women over the age of 50 has more than doubled in four years with one in 25 births being to women over 40. And in 2012, nearly half of all babies were born to mothers aged 30 and over. While many women in their mid-30s and older can expect to have healthy pregnancies, it is a fact that a woman's fertility decreases with age. The biggest decrease in fertility begins during the mid- 30s and couples who opt to wait before starting their family may feel under pressure if they do not conceive as soon as they had anticipated.

Course Objectives

By the end of this course participants should be able to:

- Understand the different stages of the female monthly cycle
- Be aware of the statistics related to infertility
- Be aware of the importance of good pre-conception care and a healthy lifestyle
- Be able to advise on the use of ovulation tests
- Be familiar with the early signs and symptoms of pregnancy
- Have an understanding of home pregnancy tests and when they can be used.

Premenstrual syndrome (PMS)

This course looks at PMS in detail, with the aim of arming pharmacists and pharmacy staff with information needed to deal with questions about the condition and its management. These questions are not just posed by those suffering from PMS, but also the people in their lives who may be affected.

Course Objectives

By the end of this course participants should be able to explain:

- What PMS is, including its symptoms and prevalence
- How to distinguish PMS from other conditions that are similar in presentation or name
- The management options available for PMS
- The recommendations pharmacy staff can make to help patients manage PMS

Skincare

Skin diseases can have a profound effect on quality of life, but pharmacy teams can support customers to manage their conditions and get the help they need.

Course Objectives

By the end of this course participants should be able to explain:

- The incidence of various skin conditions
- Common problems including Acne, Dry skin, Psoriasis, Rosacea, Cold Sores, Pigmentation problems, and Skin cancer
- Emotional impact
- The role of the pharmacy

Sore throat

To understand why a sore throat happens, it is useful to know a little about the upper respiratory tract, which is comprised of the nose and nasal passages, the sinuses, the pharynx and the larynx.

Course Objectives

By the end of this course participants should be able to explain:

- Understand how and why a sore throat occurs
- Recognise the symptoms that might warrant referral
- Know the treatment options available, including self-help measures.

Tiredness and fatigue

One in five people feel unusually tired at any one time. But while this may be common, it's not normal and if not dealt with effectively, fatigue can have a profound effect on physical and mental health, as well as work and relationships.

Course Objectives

By the end of this course participants should be able to explain:

- Understand what causes tiredness and be able to recognise people who are more likely to suffer from it
- Know when to refer to the pharmacist
- Know which treatment and self-care options are available.

Previous Clinical Courses

Actinic Keratoses and Skin Cancer

Although it is not part of community pharmacy's remit to diagnose skin cancer, community pharmacy is often the first port of call when someone finds a suspicious lesion on their skin. It is then up to the pharmacist to advise on the best course of action. There is a spectrum of skin cancer ranging from malignant melanoma (the most dangerous) to precancerous actinic keratoses.

Course Objectives

By the end of this course participants should be able to explain:

- The features of common skin cancers and actinic keratoses
- Understand who is most at risk of developing actinic keratoses
- Be able to list the treatments for actinic keratosis
- Be able to advise on the role of high-factor sunscreens and other preventative measures.

Allergies

South Africa is one of the top countries in the world for rates of allergies, and the number of people affected is rapidly increasing at 5 per cent each year. Half of these new cases are in children.

Course Objectives

By the end of this course participants will be able to understand:

- The body's response to allergens
- The symptoms of allergic reactions, including reactions to medicines and anaphylactic shock
- Treatments you can offer to relieve symptoms and when to refer patients to the pharmacist.

Antibiotics

This course describes how antibiotics work, when different antibiotics are used, how patients should be advised and what the pharmacist's assistant should know about antibiotic resistance.

Course Objectives:

By the end of this course participants should be able to explain:

- How antibiotics work and when different antibiotics are used
- The antibiotics most commonly used in community pharmacy,
- How you should advise patients on the topic of antibiotics.
- What you should know about antibiotic resistance and allergies

Antibiotic Stewardship

Antimicrobials – in particular antibiotics – are commonly prescribed medicines and, at any one time in secondary care, approximately 30 per cent of patients will be on antimicrobials. About 80 per cent of prescribed antibiotics are prescribed in primary care (i.e. general practice, out of hours and dental settings). Evidence shows that antibiotic resistance is linked to antibiotic use. The clinical, public health and economic implications of antimicrobial resistance present a major threat to future healthcare. Prudent use of antibiotics through antimicrobial stewardship is essential for patient safety. This means ensuring that patients get the right antibiotic, at the right dose and time and for the right duration, in order to contain and control resistance.

Course Objectives

- By the end of this module, you will be able to:
- Be aware of why antimicrobial resistance is a threat to patient safety as well as public and global health
- Outline common self-limiting infections and their usual duration
- Understand the role of community pharmacy teams in tackling antimicrobial resistance.

Arthritis

The term arthritis describes inflammation of the joints. There are around 200 types of the disease, although this module only considers the two most common: osteoarthritis (OA) and rheumatoid arthritis (RA). Neither can be cured, so treatment focuses on symptom management, slowing disease progression and maintaining everyday life for as long as possible.

Course Objectives

By the end of this module, you will have a better understanding of:

- The differences between osteoarthritis and rheumatoid arthritis, and be aware of some of the conditions that can produce similar symptoms
- Know the self-care steps that can help in the management of these conditions
- Have an understanding of some of the main pharmacological treatments of these diseases.

Asthma and COPD

This short course contains information for pharmacist's assistants about asthma and COPD including their causes, symptoms and management. The course aims to help pharmacy staff feel confident in dealing with patients who have asthma and COPD along with advice that can be given to patients.

Course Objectives

By the end of this course participants should be able to explain:

- The causes and symptoms of asthma and COPD
- The usual management of these conditions
- What patients with asthma or COPD can do to keep themselves as healthy as possible
- Good inhaler technique

Baby Health

Teething, colic, nappy rash – there's a lot to cope with when you have just arrived in the world. In this course we look at how you can offer some comfort to baby and parents.

Course Objectives:

By the end of this course participants should be able to explain:

- The signs of neonatal jaundice and how it can be treated
- How colic should be tackled and when it needs referring to the GP
- The symptoms of nappy rash and its treatment and prevention
- The signs of teething and how it can be managed

Cancer

One in six South African men and one in seven South African women will get cancer during their lives. Cancer knows no boundaries of class, race and gender, sex or age. It can strike anyone at any time. This course provides an overview of the diagnosis, aims of cancer management, and the types of therapy available.

Course Objectives

By the end of this course participants should be able to explain:

- Cancer terminology
- Risk factors for cancer
- The diagnosis of cancer
- The aims of management
- Types of therapy
- Side effects of anti-cancer drugs

Cardiovascular Disease

Between 1997 and 2004, 195 people died per day because of some form of heart and blood vessel disease (CVD) in SA. Premature deaths caused by heart and blood vessel diseases (CVD) in people of working age (35-64 years) are expected to increase by 41% between 2000 and 2030.

Course Objectives

By the end of this course participants should be able to explain:

- The importance of cardiovascular disease to health professionals, patients and their carers
- The different types of cardiovascular problems
- The types of medicines which help to control cardiovascular disease

Cardiovascular disease (Update)

Cardiovascular disease (CVD) encompasses all conditions of the heart and circulation. These include coronary heart disease (CHD), angina, heart attack, congenital heart disease and stroke. Factors that increase cardiovascular risk include smoking, hypertension, high cholesterol, diabetes, being physically inactive, being overweight or obese, family history of heart disease, ethnic background, being male and increasing age. The risk of coronary heart disease increases with the more risk factors a patient has.

Course Objectives:

By the end of this module, you will have a better understanding of:

- What cardiovascular disease is, its risk factors and risk assessment
- Which cardiovascular treatments would be discussed in targeted cardiovascular Medicine Use Reviews
- Raising awareness of how to prevent cardiovascular disease, including the use of Health Checks.

Care for the elderly

People are living longer, so the care needs of the elderly are increasing. As a group, older people are now the biggest users of healthcare services, and they have always been important pharmacy customers. Pharmacy has a key role to play in helping them stay healthy, active and independent for as long as possible.

Course Objectives

By the end of this course participants should be able to explain

- Health problems that affect older people
- How you can advise older customers about eye problems, hearing difficulties and the need to eat a healthy, balanced diet
- How poor sleep can affect an older person's health
- Why you should check whether older people are taking their medicines correctly

Chronic obstructive pulmonary disease

Antimicrobials – in particular antibiotics – are commonly prescribed medicines and, at any one time in secondary care, approximately 30 per cent of patients will be on antimicrobials. About 80 per cent of prescribed antibiotics are prescribed in primary care (i.e. general practice, out of hours and dental settings). Evidence shows that antibiotic resistance is linked to antibiotic use. The clinical, public health and economic implications of antimicrobial resistance present a major threat to future healthcare. Prudent use of antibiotics through antimicrobial stewardship is essential for patient safety. This means ensuring that patients get the right antibiotic, at the right dose and time and for the right duration, in order to contain and control resistance.

Course Objectives

- By the end of this module, you will be able to:
- Be aware of why antimicrobial resistance is a threat to patient safety as well as public and global health
- Outline common self-limiting infections and their usual duration
- Understand the role of community pharmacy teams in tackling antimicrobial resistance.

Contributing to care for overactive bladder

This CPD module is about contributing to care for overactive bladder. It will consider how this long-term condition affects sufferers and the treatment options

Course Objectives

After completing this module, you should:

- Be alert for the symptoms of overactive bladder syndrome
- Be able to offer self-management advice to customers who are affected by the condition
- Be able to provide details of local and national support groups.

Depression

Depression is extremely common, with one in 10 men and one in four women developing clinical depression during their lifetime. The World Health Organization lists depression as the second greatest cause of disability in the world. Depression can affect physical health, with sufferers often experiencing greater complications from pre-existing chronic health conditions, as well as having an increased risk of osteoporosis and heart disease. There is undoubtedly a huge unmet need to support patients with this disorder.

Course Objectives

By the end of this module, you will have a better understanding of:

- The burden of depression
- The medicinal and non-medicinal treatment options available
- The role of pharmacy in supporting patients.

Diabetes

Diabetes mellitus is a lifelong health condition that causes a person's blood sugar level to become too high. Cases of diabetes are on the rise worldwide with significant consequences for people's health and increased demands on healthcare services. This course explains how pharmacist's assistants can provide information to the public about diabetes.

Course objectives

By the end of this course participants should be able to describe:

- The signs that might indicate a person has diabetes
- When to refer a patient to the pharmacist.
- The difference between type 1 and type 2 diabetes
- How lifestyle recommendations you suggest could help diabetic patients manage their condition

Drug Dependency

The aims of drug dependency treatment vary depending on the type of programme undertaken. Until recently, countries have adopted a harm minimisation strategy to manage drug misuse, and pharmacies have had a central role in delivering this. Recently, drug treatment policies in many countries has shifted to a "Recovery" & "Detoxification" process. This course will look at the rationale and evidence of effectiveness for these different treatments.

Course Objectives

By the end of this course participants should be able to:

- Understand the aims of different treatment approaches for drug dependency
- Be aware of the symptoms of opiate (Morphine derivatives) withdrawal and how these can be managed
- Understand how the pharmacy team can help patients manage their drug dependency and improve their general health.

Family Planning

Family planning can be a sensitive subject, particularly for teenagers or young adults who may want to be sure of absolute discretion. By building relationships with customers, using tact and sensitivity, counter staff can help encourage them to return to the pharmacy not only for advice about family planning, but for other healthcare services and support.

Course Objectives

By the end of this you should be able to explain:

- The different methods of contraception available
- Advice for those planning a pregnancy or who are pregnant
- Sources of additional support to suggest to prospective parents

Female Health

Some problems require a particularly tactful approach as well as sound knowledge. There are many health conditions and diseases that are more common in women than in men. This course will look at the main health issues facing women today providing pharmacist's assistants with an opportunity to explore how one can help female customers and patients.

Course Objectives

By the end of this you should be able to explain:

- When patients can use over-the-counter treatments for thrush
- The symptoms of endometriosis and the advice you can give
- How you can help customers with menopausal symptoms or bladder weakness
- Advice on the prevention of osteoporosis

Heart Failure

Any cardiovascular disease can potentially lead to heart failure, which shows itself as clinical signs such as breathlessness, fatigue and fluid retention. A patient's quality of life is affected by the physical limitation imposed by the disease and the emotional problems that arise as a result. The challenge is combined with managing other co-morbidities as well as dealing with polypharmacy and potential side effects from multi-drug therapy.

Course Objectives

By the end of this module, you will have a better understanding of:

- The signs and symptoms of chronic heart failure
- Optimised therapies and classes of medicines used to manage chronic heart failure
- Lifestyle advice that should be provided for patients with chronic heart failure.

Eczema & Dry Skin

Atopic eczema (atopic dermatitis) is a chronic inflammatory itchy skin condition that develops in early childhood in the majority of cases. It's a condition that is seen regularly in pharmacy, so this module sets out to explain the background to the problem and how complete emollient therapy (CET) can help. Atopic eczema can have a significant impact on the lives of both patients and their families and carers.

Course Objectives

By the end of this course participants should have a better understanding of:

- How to improve the quality of life for eczema sufferers
- The management and minimisation of symptoms
- How to have effective conversations with eczema sufferers and establishing what their needs are?

Insomnia

This short course contains information for pharmacist's assistants about insomnia, its causes, symptoms and management. The course aims to help pharmacist's assistants feel confident in making over the counter and non-drug treatment recommendations for patients who suffer from insomnia along with non-medicinal advice that can be given to patients.

Course Objectives

By the end of this course participants should be able to explain:

- What insomnia is, who it affects and how to spot this condition
- The treatments available to support people with insomnia
- Self-help treatments that can be recommended to help patients with insomnia
- When to refer patients with insomnia to a pharmacist

Joint healthcare

A joint in the human body is the connection between two bones. Almost every bone

in the body forms a joint with another bone, and together they connect to form a moveable skeleton. This course aims to provide information on some of the more common joint problems you may encounter and how you might advise patients about treatment and lifestyle changes to help relieve their symptoms.

Course Objectives

By the end of this course, participants should have a better understanding of:

- Common problems that affect joints
- How to tell the difference between minor injuries and more serious conditions
- What over-the-counter treatments you can recommend to relieve symptoms of joint pain
- How changes in lifestyle can benefit people with joint problems

Managing pain in palliative care

Pain is an unpleasant sensory and emotional experience associated with actual or potential tissue damage, which is often referred to as acute or chronic. Acute pain serves a vital function – it makes us aware of damage to the body and makes us behave accordingly: in other words, we seek treatment. Chronic pain (i.e. pain that persists) can be classified as peripheral (originates from outside the central nervous system (CNS), neuronal – a disturbance in the pain processing mechanism in the brain and mixed – a peripheral mechanism that triggers central mechanisms in the brain. Cancer pain tends to be peripheral in origin since it is caused primarily by damage to surrounding intact tissue from excessive tissue growth (metastases).

Course Objectives

By the end of this course participants should be able to explain:

- Understand how effective analgesia can be provided to patients
- Be familiar with the drugs used in palliative care pain management

Menopause

Menopause is a fact of life for women, and few get through it without experiencing any symptoms at all. In order to understand the problems that women may experience as they go through “the change”, it is helpful to know a little about what is happening in the body.

Course Objectives

By the end of this course participants should be able to:

- Understand what happens in the body that causes the menopause and its symptoms
- Be able to recognise the women who need referring to the pharmacist or their GP for advice
- Know the treatment options available, including self help measures.

Menstrual Cycle

The menstrual cycle is a regular fact of life for the vast majority of women. For some

women however, monthly periods can interrupt daily life and be a nuisance at the very least. Conditions such as menorrhagia, dysmenorrhoea, irregular periods or amenorrhoea and premenstrual syndrome can be embarrassing, painful and disruptive. This course will focus on the management of menstrual conditions.

Course Objectives

By the end of this course participants should be able to:

- Understand what conditions are associated with the menstrual cycle
- Describe their symptoms and possible causes
- Identify how you can help women with these conditions.

Mental Illness

The World Health Organisation (WHO) has described Mental Health as "a state of wellbeing in which the individual realises his or her own abilities, can cope with the normal stresses of life, can work productively, and is able to make a contribution to his or her community. One in four people experience a mental health problem in any given year. Despite the fact that mental health problems are very common, stigma and discrimination is still common, and there are a lot of myths about what different diagnoses mean. This course will help pharmacist assistants understand more about the most commonly diagnosed mental illnesses, symptoms and treatment of this group of illnesses.

Course Objectives

By the end of this course participants should be able to explain:

- the most commonly diagnosed mental health conditions
- common behaviours associated with mental health problems
- how mental health problems are treated
- how you can help patients with mental health problems and identify those at risk

Migraine

This course contains information for pharmacist's assistants about migraine, its triggers, symptoms and management. The course aims to help pharmacist's assistants feel confident in making recommendations for patients who suffer from migraine.

Course Objectives

By the end of this course participants should be able to explain:

- what a migraine is and how to distinguish it from an ordinary headache
- the over-the-counter medicines that are available for the treatment of migraines
- the steps patients can take to help prevent migraines

Mobility issues among older customers

Mobility difficulties can affect people in many ways – for example, the issues that

problems with walking would pose for a person with incontinence. For people with mobility issues, maintaining their independence is vital. Pharmacy staff have an integral role in offering advice and support in an easily accessible environment.

Course Objectives

By the end of this course, participants should have a better understanding of:

- Conditions that can affect mobility
- Products that can help minimise the mobility difficulties some people experience
- Where to find further information to support individuals and their carers who are dealing with mobility problems
- Why you should check whether older people are taking their medicines correctly

Optimising inhaler technique

Inhaled therapies are the mainstay of delivering medicines for people with respiratory diseases such as asthma. When compared with systemic administration, if used correctly, inhalers deliver a smaller amount of the drug directly to the site of action in the lungs, with a faster onset of effect and with reduced systemic availability, which minimises adverse effects. Despite this being the preferred method of efficient delivery of medication to the lungs, evidence suggests that many people are unable to use their inhalers effectively.

Course Objectives

By the end of this module, you will have a better understanding of:

- Common errors with inhaler use and discuss possible solutions to improve a patient's inhaler technique
- Understand that inhaler devices are as important as drugs in managing the diseases
- Describe best practice in the use of different inhaler devices
- Discuss the steps of a consultation to assess a patient's inhaler technique.

Pain Problems

Treating someone for pain isn't always as simple as selling a pack of painkillers. This activity will cover 4 common situations encountered by pharmacist's assistants. This course aims to help pharmacist's assistants feel confident in making recommendations for patients who suffer from pain.

Course Objectives

By the end of this course participants should be able to explain:

- How to manage cases of shin splints and the advice you can offer your patients
- The first-line choice for pain management in pregnancy, and which drugs to avoid
- How to treat, medication-overuse headaches, and
- Why "gastro protection" is required in some patients taking NSAIDs

Parasitocides for Dogs and Cats

Management of parasites in companion animals is crucial to the health of pets, animal human relationships and for the protection of public health. There are over 100 products available for treating and preventing parasitic infections in cats and dogs, which can make this a confusing area for pet owners. With many community pharmacies now stocking a limited range of parasitocides, the aim of this module is to help pharmacy teams understand the products they sell, be aware of the full range of parasiticide products available on the market and be able to advise customers about their use in cats and dogs.

Course Objectives

After completing this module, pharmacist's assistants will:

- Be aware of the common parasite diseases affecting cats and dogs
- Understand the treatments for fleas, ticks and different types of worm

Parkinsons Disease

Parkinson's is the second most common neurodegenerative condition in the world. The risk of developing Parkinson's rises with age and there is a higher incidence and prevalence in men than women. This course on Parkinson's disease is designed to give pharmacist's assistants an overview and better understanding of this disease and treatment options for Parkinson's.

Course Objectives

By the end of this course participants will:

- Be able to recognise the motor and non-motor symptoms of Parkinson's disease
- Understand how Parkinson's disease affects patients and identify how pharmacist's assistants might help them manage the condition.
- Understand the different medicines and treatments available for Parkinson's patients
- Be able to explain when each medicine is prescribed and their possible side effects.

Porphyria

South Africa has the highest prevalence of porphyria in the world, the consequence of a founder effect, which has led to one form of porphyria, variegate porphyria (VP), becoming uniquely and locally common. Geoffrey Dean, a physician working in Port Elizabeth in the 1950s, identified a large number of families of Dutch descent in the Eastern Cape with a disorder, apparently inherited, which manifested as skin disease and an alarming tendency to develop a severe and sometimes fatal crisis, characterised by abdominal pain, red urine and paralysis, particularly in response to medication such as barbiturates.

Course Objectives

By the end of this course participants should be able to answer the following questions:

1. What is porphyria?
2. What types of porphyria are there?
3. How common is porphyria?
4. What are the causes of porphyria?
5. How porphyria is diagnosed, its symptoms and treatment.
6. Where to get help?

Psoriasis

Psoriasis is a chronic inflammatory skin disease that follows a relapsing and remitting course. Most patients have mild to moderate psoriasis that can be managed with topical treatment. A range of topical treatments are available for mild to moderate psoriasis and patients often require several products. Given the complexity of treatment and the need to balance efficacy with tolerability, potential toxicity and feasibility of use, there is significant scope for medicines use reviews (MURs) for patients using prescribed treatment for mild to moderate psoriasis. Community pharmacy services can make an important contribution towards helping patients to self-manage with effective treatments.

Course Objectives

By the end of this module, you will have a better understanding of:

- Psoriasis, including its symptoms and impact on sufferers
- The pros and cons of possible treatments
- How Medicine Use Reviews (MURs) can help patients
- How to respond to requests for OTC product advice.

Schizophrenia

Schizophrenia is a common mental health problem, but many sufferers have sub-optimal outcomes from treatment. This course outlines the incidence of schizophrenia and explains how pharmacy teams can help improve treatment outcomes among patients.

Course Objectives

By the end of this course, participants should have a better understanding of:

- How many people are likely to be affected by schizophrenia during their lifetime
- Why people with schizophrenia may be receiving sub-optimal outcomes from treatment
- How pharmacy teams can help to improve medicines adherence.

Smoking Cessation

This short course looks at the damage smoking does and how pharmacy staff can help customers realise the benefits of quitting, the types of nicotine replacement therapy that are available and who they are most suitable for, including advice and support that can be given to customers who wish to quit.

Course Objectives

By the end of this course participants should be able to explain:

- The benefits of quitting smoking
- The types of nicotine replacement therapy available and who they are suitable for
- Advice and support you can give to customers who wish to quit

The Immune System

This course provides the pharmacist's assistant with an essential guide to the body's defence system, how the immune system fights against microbes and how previously encountered microorganisms are remembered.

Course Objectives:

By the end of this course participants should be able to explain:

1. The body's defences against microbes
2. How the immune system works against microbes that breach these defences
3. How previously encountered microorganisms are remembered

Winter Health

Winter ailments are among the most common reasons why people turn to their local pharmacy for advice and product recommendations. It is therefore important that the whole team has a sound understanding of seasonal conditions such as the common cold, influenza and coughs so they are able to provide the advice and support that customers need.

Course Objectives

After reading this module, pharmacist's assistants will:

- Appreciate the differences between the common cold, influenza and coughs, and be aware of some of the conditions that can cause similar symptoms
- Understand the self-help tips and OTC products that may help to relieve winter ailment symptoms
- Be able to advise on some of the preventative measures that people can take to reduce the risk of suffering from, or passing on, one of these conditions.

Wound Management

Until about ten years ago, there were few wound management products apart from bandages, plasters and plain dressings. The dressing was a passive agent, mainly intended to protect the wound, keep it warm and hide its unpleasant appearance. Some traditional products are still in use today, but important advances have been made through the development of modern wound management products. This course will focus on the use of the latest wound dressings.

Course Objectives

By the end of this course participants should be able to explain:

- The types of wounds and stages of wound healing
- The aims of wound care
- The different types of wound dressings that are available

Non-Clinical Courses

An Introduction to Resilience

Stress is a fact of modern life. There are so many sources of stress: caring for children, disabled persons and elderly parents, holding down a job, and making time for a social life are all everyday sources of stress. There is no escaping stress, but there are ways you can learn to handle stress better when it is present, and to 'bounce back' faster from its impact.

Course Objectives

By the end of this course participants should be able to explain

- Resilience - what it involves,
- How resilience is accomplished, and
- How you can become more resilient yourself.

Assertion, Aggression & passivity

Many people confuse assertiveness and aggression. Someone who is strident with their opinions and actions are often described as 'assertive'. However, inadvertently, this person may have been aggressive in their behaviour.

Course Objectives:

By the end of this course participants should gain a better understanding of:

The differences between the behaviour styles

- Assertive, Passive and aggressive behaviour
- A 3 step technique to being assertive that can help with saying no, disagreeing or calming someone down who is upset/ irate.
- Positive words and phrases
- Self-Analysis Exercise

Building Patient Trust

At a time when patients are increasingly aware of their rights as consumers, and are encouraged to actively participate in healthcare decisions, the issue of trust has never been more relevant. This course discusses common scenarios faced by pharmacist's assistants that may test the trust placed in them by patients, and suggests how best to approach these issues.

Course Objectives

By the end of this course participants should be able to explain:

- The importance of trust between patients and pharmacy staff.
- How to handle common scenarios that may test customer or patient trust.
- The communication skills necessary to impart information as fully as possible

Conflict Management

As a pharmacist's assistant you may also be working alongside other fellow workers. As you will be well aware, people don't always see eye to eye. Your team members may fall out among themselves, customers or with you. They may be at odds with people in other teams. Some may express hostility towards "the organisation". Managing such conflicts may take up a large slice of managerial time. It may also present managers and fellow workers with some of their most testing and stressful problems.

Course Objectives

By the end of this course participants should be able to answer the following questions

- What is conflict and conflict management?
- How do people respond to conflict?
- What modes/strategies do people use to address conflict?
- What factors can affect our conflict modes?

Creative Problem-Solving Skills

Creative problem solving isn't just brainstorming, although that's what many people may associate it with. It's actually a well-defined process that can help you from problem definition to implementing solutions. This course focusses on innovation (that is the implementation of the most promising ideas).

Course Objectives

By the end of this short course participants should be able to:

- Clarify and identify the problem
- Research the problem
- Formulate creative challenges
- Generate ideas
- Combine and evaluate the ideas
- Draw up an action plan
- Implement the ideas

Customer Service Skills for Pharmacist's Assistants

The goal of this course is to provide pharmacist's assistants with a few ideas, considerations and tips on how to be more involved and how to be leaders in enhancing customer service.

Course Objectives

By the end of the course participants should be able to identify opportunities and suggest measures to provide enhanced customer service through typical day-to-day interactions and situations & improvements in dispensary operations and processes.

Decision-Making Skills

Each individual develops their own personal decision making strategy which acts as an overriding programme (rather like a computer operating system) that helps us make choices, motivate ourselves, decide upon courses of action and solve problems unconsciously. If you can identify an individual's decision making strategy you can adapt the way you present your ideas to them to ensure at least a fair hearing.

Course Objectives

By the end of this module participants should gain a better understanding of:

- What stops or slows down the decision making process
- How to apply pure logic to decision making
- How to view and issue from different perspectives before taking a decision
- How others take short cuts in their decision making

Effective Time Management

We all get treated fairly, in that we all get 24 hrs in a day. Although in real life we often wish we had more than that to do everything. But in fact its more about how well we manage ourselves during the day in the time we have available.

Course Objectives

By the end of this course participants should be able to:

- Understand the effectiveness cycle
- Match workload and energy levels
- Map out your perfect day
- Protect your priorities

Equality & Diversity Awareness

"Regardless of age, race, gender, class, sexual orientation, religion or belief, disability or the passport they hold, every worker should enjoy an equal chance to up-skill or learn something new at work." (Frances O'Grady, Breaking Down the Barriers)

Course Objectives

By the end of this course participants will be able to describe:

- Equality, Diversity & Inclusion
- Equality & the Platinum Rule
- The Primary & Secondary Dimensions of Diversity
- Equality & the Platinum Rule
- Diversity Consists of Primary / Secondary Dimensions

Handling Difficult People & Situations

Many situations can develop very quickly without giving you time to prepare. Awkward situations cannot be put off. They are damaging to the effectiveness of your team and may be damaging to the quality of service you provide. This course provides pharmacists assistants with tips to handle irate customers and builds some of the skills required to behave assertively.

Objectives

By the end of this module the participant should be able to:

- Provide examples of difficult situations
- Explain the relevance of Ego States in difficult situations
- Clearly describe the difference between passive, assertive and aggressive behaviour
- Demonstrate what words, voice tone and body language are appropriate
- Show how to build rapport with empathy

Managing Customer Relationships

Customer Satisfaction is worthless because customers will shop anywhere. Loyal Customers will keep coming back for more, fight before they change and tell everyone they know to do business with you. This course focusses on managing customer relationships and how to give them such excellent service that they will go away so impressed that they will tell everyone they know how good you were and come back again for more.

Course Objectives

By the end of this course the participant should be able to:

- Understand the importance of customer loyalty
- Explain how to delight the customer through managing expectations
- Describe how to turn complaints to advantages
- Give examples of how to proactively build relationships

Maximising Incoming Business

Maximising Incoming business doesn't mean selling the most expensive product to the customer. Imagine that you've had some pretty slow days and your manager asks you to work on your sales targets. A customer comes into the pharmacy and he/she asks for a pain killer. Would you immediately take the customer to the most expensive pain killer on the shelf? If that's what you would do; think again!

Course Objectives

By the end of this course participants should be able to by the end of this module you will be able to:

- Clarify further opportunities with incoming calls
- Learn 7 key questioning areas
- Identify how to create urgency by revealing caller problems
- Use gentle bargaining to ensure commitment

Motivational Support / Interviewing

Most often we know what's good for us, but actually doing it is a completely different thing. By providing motivational support that is tailored to the individual, pharmacist's assistants can help motivate people to change their health behaviour in terms of smoking, diet and exercise.

Course Objectives

By the end of this course participants should be able to explain:

- What motivates people to change their health behaviour
- Judging how much a person wants to change their behaviour
- The stages of change model
- Change talk

Myers Briggs Type Inventory

The basic concepts of psychological type are that there are four basic preferences for functioning in the world, which combine in 16 different ways. In some work situations you might find that your type preferences place you in the minority. It can be challenging when the way that you gather or analyse information, communicate your ideas, or organise your work is different from your colleagues.

Course Objectives

By the end of this course participants should be able to:

- Explain the basic concepts of psychological types
- Communicate your ideas,
- Organize your work
- Know yourself and your limits,
- Be willing to stretch yourself to meet your colleagues on their terms.

Selling to Different Personality Types

Carl Gustav Jung; a leading light in 20th century psychology, was one of the first great thinkers to categorise people's personality type according to simple, accessible criteria. He saw four main archetypes which we will discuss in this course.

Course Objectives

By the end of this course the participant should be able to:

- Describe personality type theory and use it to categorise customers
- Predict how different personalities will behave in a sales situation
- Define a customer's personality type quickly using verbal and non-verbal clues
- Adapt behaviour to build more rapport

Understanding Personality Types

When we meet someone who is very different to us, it's very easy to point fingers and say that those people are very difficult / challenging to communicate with. However, there comes a time when we need to examine ourselves and take responsibility for the quality of the relationship(s) we have with other people. This course will help you understand of the four main personality types.

Course Objectives

By the end of this course participants should be able to:

- Understand the theory of personality types
- Understand and explain how different personality types will react to situations
- Describe how to learn how to read people
- Align and adjust to people

Unlocking your potential

The purpose of this course is to understand that "different" is not necessarily "difficult". We go through our lives encountering different types of people and whilst we know that every individual is entirely unique we can broadly categorise people into different groups or camps. When we meet someone who is very different to us, it's very easy to point fingers and say that those people are very difficult / challenging to communicate with. However, no matter how frustrating this might be, there comes a time when we need to examine ourselves and take responsibility for the quality of the relationship(s) we have with other people. This course will help you achieve a good understanding in what we call the four main personality types.

Course Objectives

By the end of this course participants should be able to:

- Understand the theory of personality types
- Understand and explain how different personality types will react to situations
- Describe how to learn how to read people
- Align and adjust to people