

Victoriia Dziubenko

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

Svitlana Goncharenko

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

THE ROLE OF THE LANGUAGE CULTURE IN COMMUNICATING PHARMACEUTICAL INFORMATION TO ENSURE EFFECTIVE PATIENTS' CARE

In today's healthcare system, pharmaceutical care is an integral part of high-quality medical care. Its primary goal is to ensure the rational, safe, and effective use of medications, as well as to improve patients' adherence to treatment. One of the key factors determining the success of pharmaceutical care is effective verbal communication between the pharmacist and the patient.

Pharmaceutical care involves not only dispensing medications but also active counseling by the pharmacist. It is through verbal communication that the pharmacist obtains information about symptoms, comorbidities, allergic reactions, previous experience with medications, and other important aspects necessary for making a professional decision. Inadequate or incomplete communication can lead to medication errors, reduced treatment effectiveness, thus, developing adverse reactions.

According to the World Health Organization, up to 50% of patients with chronic diseases do not adhere to their prescribed medication regimens, which is one of the main reasons for reduced treatment effectiveness, increased hospitalizations, and complications (Jimmy & Jose, 2011). A significant proportion of such cases is linked specifically to patients' insufficient understanding of medication administration guidelines, which directly highlights the importance of high-quality pharmaceutical counseling.

The results of recent pharmaceutical studies demonstrate that patients' awareness of potential medication side effects often remains insufficient. For example, in a study on the dispensing of combined oral contraceptives, only 12% of respondents were aware

of cardiovascular risks, 8% of the potential development of migraines, and only 6% of psychoemotional side effects, such as depression and mood swings. The fact highlights the necessity to strengthen the communication component of pharmaceutical care (Kalko et al., 2024).

This issue becomes particularly relevant in the context of responsible self-medication, when a patient visits a pharmacy without first consulting a doctor. In such situations, the pharmacist is the first professional to assess the patient's condition, identify "alarming symptoms," and determine whether a referral to the doctor is necessary. The situation requires a high level of communication skills, the ability to ask proper clarifying questions, and the ability to interpret the received information.

The importance of efficient pharmaceutical communication is confirmed by clinical studies. In particular, a retrospective analysis of a clinical case identified 45 problems related to pharmacotherapy, of which 51.1% were potential drug interactions and 20% were medication errors (Ryvak, 2015).

According to many domestic and foreign authors, the cognitive and moral development of future pharmacy professionals involves the internalization of professional and ethical standards at the educational stage. Ethical and moral principles serve as regulators in the process of both providing pharmaceutical care and delivering effective pharmaceutical assistance to pharmacy visitors. Of particular importance here is the development of coaching support skills, psychological resilience, and patient-centered communication (Honcharenko, 2019).

Effective communication requires a proper understanding of the pharmacy visitor and an appropriate response to their behavior. Regardless of the patient's emotional state - whether it is anger, anxiety, despair, or sadness - the pharmacist has to be able to establish a constructive dialogue.

The psychological trait that ensures effective communication in the "pharmacist-patient" relationship is empathy. It is this precise capability to empathy, that facilitates

making the trustworthy rapport, gathering comprehensive information about the patient's condition, and developing the adherence to treatment (Tetrych et al., 2025).

Nonverbal components of communication are no less important: posture, gestures, facial expressions, voice tone, and intonation, all play the significant role in determining both the patient's psychological comfort and the level of trust in the specialist.

The potential for further research is driven by several current trends.

First, there is an increasing trend towards self-medication and the use of over-the-counter medications, which elevates the role of the pharmacist as the primary consultant.

Second, the development of telemedicine, online pharmacies, and digital services is changing the format of communication, shifting it to a remote setting where linguistic precision, conciseness, and the standardization of consultations become particularly important.

Third, the increasing number of patients with chronic diseases and polypharmacy require a deeper study of communication models to promote adherence to long-term therapy.

It is expected that in the coming years, this topic will turn into even more relevant one due to the introduction of artificial intelligence, chatbots, and digital systems to support pharmaceutical decision-making, where verbal communication will remain the key tool.

Thus, verbal communication serves as a fundamental tool for the delivery of modern pharmaceutical care and one of the leading factors in ensuring the safety and efficacy of pharmacotherapy. A high level of communicative competence among pharmacists contributes to the timely potential risk identification, increased patient treatment adherence, medication errors prevention, and also developing trust in pharmaceutical care.

The results of previous studies and statistical data confirm that insufficient patients' awareness regarding medication rules and possible side effects remain a burning issue. This is precisely why further study of the linguistic, psychological, and professional

communicative aspects of the interaction between the pharmacist and the patient is scientifically and practically justified.

Future research should focus on the developing standardized communication models for pharmaceutical counseling, evaluating the effectiveness of digital forms of patient interaction, and improving future pharmacy professionals' training with a view to developing their professional language proficiency.

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