

Engaging International Patients at Your Pharmacy

Confidence, Cultural Awareness, and Compassion

Market Expansion Through Cultural Understanding



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Learning Objectives

1. Describe common healthcare needs, barriers, and challenges experienced by international patients and visitors seeking pharmacy services in the United States.
2. Apply effective communication, language-access, and health literacy strategies to improve patient understanding, safety, and engagement.
3. Recognize how cultural beliefs, religious practices, healthcare expectations, stereotypes, and unconscious biases can influence patient interactions and care delivery.
4. Implement practical approaches to create a welcoming, accessible, and culturally responsive pharmacy environment that builds trust and improves care for diverse patient populations.

Why This Topic Matters

Millions of visitors will travel during [FIFA World Cup 2026](#). Community pharmacies are often the first healthcare touchpoint.

Who Are International Patients?

- Tourists, students, business travelers, immigrants, refugees, and visiting family members.

Common Healthcare Needs

Why Visitors Seek Help from Community Pharmacies

- For many international visitors, the community pharmacy is the most accessible healthcare destination. Pharmacists can often address minor health concerns, provide self-care recommendations, and guide patients to the appropriate level of care.
- Lost medications, minor illnesses, allergies, pain relief, first aid, and healthcare referrals.

Lost or Forgotten Medications

- Visitors may:
- Leave medications at home
- Lose medications during travel
- Run out of medication during an extended stay
- Be unfamiliar with U.S. medication names

Pharmacist Considerations

- ✓ Verify medication history whenever possible
- ✓ Identify the active ingredient rather than relying on brand names
- ✓ Assess urgency and risk of interruption
- ✓ Refer to urgent care or a physician when appropriate
- **Example:** A visitor requests "Paracetamol" (Acetaminophen) or "Salbutamol" (Albuterol)

Common Healthcare Needs

First Aid and Travel Health Needs

- Frequently requested products:
- Bandages
- Antiseptics
- Sunscreen
- Electrolytes
- Insect repellent
- Blister care products

Opportunity

Create a "Travel Health" or "World Cup Essentials" section within the pharmacy.

Healthcare Navigation and Referrals

Many visitors are unfamiliar with the U.S. healthcare system.

Patients may ask:

Where can I see a doctor?

Do I need an appointment?

Should I go to urgent care or the emergency room?

How much will treatment cost?

Pharmacist Role

✓ Serve as a trusted healthcare navigator

✓ Maintain a list of local:

Urgent care centers

Emergency departments

Community clinics

Dental services

Translation resources

Pain Relief and Musculoskeletal Complaints

- Common causes:
- Long flights
- Increased walking
- Sporting events
- Travel-related injuries

Common Requests

- Headache relief
- Muscle aches
- Back pain
- Blisters

Pharmacist Role

Recommend appropriate pain management options
Assess for contraindications and medication interactions

Minor Illnesses

Common concerns include:

Common cold symptoms

Sore throat

Cough

Gastrointestinal upset

Motion sickness

Jet lag

Pharmacist Role

Recommend appropriate OTC treatments

Assess red flags requiring medical evaluation

Provide self-care counseling

Common Barriers to Care

- Language barriers, healthcare navigation challenges, cost concerns, and cultural differences.
- During FIFA World Cup 2026™, community pharmacies can serve as the first stop for healthcare advice, minor illness management, medication support, and healthcare navigation for visitors from around the world

Healthcare Navigation and Referrals

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- Do I need an appointment?
- Should I go to urgent care or the emergency room?
- How much will treatment cost?

Pharmacist Role

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Maintain a list of local:

- Urgent care centers
- Emergency departments
- Community clinics
- Dental services
- Translation resources

Pharmacy Case Study: "I'm Looking for Paracetamol"

Scenario

During FIFA World Cup 2026™, a visitor from the United Kingdom approaches the pharmacy counter and asks:

"Excuse me, where can I find Paracetamol?"

A new staff member responds:

"I'm sorry, we don't carry that product."

The visitor appears confused and frustrated.

Discussion Questions

What Went Wrong?

Potential issues:

- Staff recognized only U.S. brand names.
- The active ingredient was not identified.
- An opportunity to help the patient was missed.
- The visitor may lose confidence in the pharmacy.

What Is Paracetamol?

Paracetamol = Acetaminophen

Common U.S. Brands:

- Tylenol®
- Generic Acetaminophen

Common International Names:

- Paracetamol (UK, Australia, New Zealand, India, South Africa, many European countries)

How Should the Pharmacy Team Respond?

Step 1: Clarify the Request

"Can you tell me what symptoms you're treating or what you normally use it for?"

Step 2: Identify the Active Ingredient

Ask: "Do you know the active ingredient or strength of the product you normally use?"

Step 3: Assess Appropriateness

Step 4: Provide Education

Communication is More Than Language

- Language,
- Health literacy,
- Nonverbal communication,
- Cultural expectations, and
- Active listening.

Effective Communication Is the Foundation of Trust

When serving international patients, communication extends far beyond speaking the same language. Successful patient interactions require attention to **health literacy, nonverbal communication, cultural expectations**, and active listening.

Poor communication can lead to:

- Medication errors
- Misunderstanding of treatment instructions
- Reduced adherence
- Patient dissatisfaction
- Delayed care

Pharmacy Strategies :Use plain language, Avoid medical jargon, Utilize translation resources, Provide written instructions when possible, Confirm understanding before ending the encounter

Speaking the Same Language Is Not Always Enough

Even patients who speak conversational English may struggle with:

- Medical terminology
- Pharmacy abbreviations
- Healthcare system navigation
- Insurance terminology

Common Communication Challenges

- Limited English proficiency
- Different medication names
- Accents and dialects
- Translation inaccuracies

Health Literacy Matters

What Is Health Literacy?

Health literacy is a person's ability to:

- Obtain health information
- Understand health information
- Use health information to make decisions

Important Reminder

Low health literacy is not limited to patients with limited education.

Challenges may affect:

- Visitors unfamiliar with U.S. healthcare
- Highly educated professionals
- Native English speakers
- Patients under stress or illness

Warning Signs

Patients may:

- Nod without understanding
- Frequently miss doses
- Complete forms incorrectly
- Say "I forgot my glasses" when asked to read materials

Pharmacy Best Practices

Use simple explanations

Break information into small pieces

Use visual aids

Apply the Teach-Back Method

Cultural Differences Matter

For example:

In some cultures:

- Direct eye contact demonstrates confidence.

In others:

- Prolonged eye contact may be viewed as disrespectful.

Similarly:

- Personal space expectations vary.
- Gestures can have different meanings.

Pharmacy Tip

Avoid interpreting nonverbal behaviors too quickly.

Instead of assuming disinterest or noncompliance, seek clarification through respectful conversation.

Healthcare Expectations Vary Worldwide

Patients arrive with healthcare experiences shaped by their country, culture, family, and previous healthcare systems.

Some visitors may expect:

- Immediate access to antibiotics
- Physician-only healthcare advice
- Family participation in decision-making
- Different levels of formality

Others may:

- Be unfamiliar with pharmacists providing clinical services
- Not understand medication therapy management
- Have different expectations regarding privacy

Best Practice: Ask: *"How are healthcare services typically provided where you live?"* or

"What concerns or expectations do you have regarding your treatment?"

Practical Communication Strategies

Use plain language. Avoid jargon and acronyms.

Nonverbal Communication

What We Communicate Without Words

Research suggests much of communication is nonverbal.

Examples include:

- Facial expressions
- Eye contact
- Body language
- Personal space
- Tone of voice
- Hand gestures

Active Listening

Listening Builds Trust

Patients often remember how healthcare professionals made them feel more than what was said.

Active listening means:

Giving full attention

Avoiding interruptions

Asking open-ended questions

Reflecting back what was heard

Clarifying concerns

The LEARN Communication Model

A Practical Tool for Pharmacists

L – Listen

- Listen with empathy and respect.

E – Explain

- Explain your understanding of the concern.

A – Acknowledge

- Acknowledge similarities and differences.

R – Recommend

- Recommend a treatment plan.

N – Negotiate

- Develop a plan together.

Examples

Instead of:

 "Do you understand?"

Ask:

 "What questions do you have?"

or

 "Can you tell me in your own words what concerns you most?"

Language Access Tools

Communication Barriers Should Not Become Healthcare Barriers

According to the U.S. Census Bureau, more than 67 million people in the United States speak a language other than English at home. During FIFA World Cup 2026™, pharmacies may encounter visitors speaking dozens of different languages.

The goal is not for pharmacy staff to become fluent in multiple languages, it is to create systems that help patients access safe, understandable healthcare information.

- Translation apps, interpreters, multilingual signage, visual aids, and QR codes.

Language Access Tools

Best Practice

Use translation apps as a communication aid not a substitute for clinical judgment.

Translation Apps

What Are They?

Mobile applications that provide real-time translation of spoken or written language.

Examples

- Google Translate
- Microsoft Translator
- Apple Translate
- iTranslate

Pharmacy Uses

Translate basic counseling points

Translate OTC product recommendations

Translate written medication instructions

Assist with simple symptom assessment

Professional Interpreter Services

Translation App Example

A visitor from Brazil asks:

"Onde posso encontrar remédio para alergia?"

Google Translate identifies:

"Where can I find allergy medicine?"

The pharmacist can then guide the patient appropriately.

Important Limitation

Translation apps should not replace professional interpreters for:

- Complex counseling
- High-risk medications
- Consent discussions
- Clinical decision-making

Professional Interpreter-Why They Matter

Interpreters improve:

- Patient safety
- Medication adherence
- Accuracy of information
- Patient satisfaction

Types of Interpreter Services

Telephone Interpretation

Examples:

- LanguageLine Solutions
- CyraCom

Advantages:

- Available on demand
- Access to hundreds of languages

Video Interpretation

Useful for:

- American Sign Language (ASL)
- Visual communication

Advantages:

- Allows patients to see the interpreter
- Improves understanding of nonverbal cues

Example

A visitor from Japan needs counseling on a new antibiotic. Rather than relying on a family member to interpret, Connect to a professional interpreter, Ensure accurate medication instructions, Protect patient privacy

Multilingual Signage

Why It Matters

Patients often decide whether a location feels welcoming within seconds of entering.

Multilingual signage sends a message:

"You are welcome here."

Common Service Signs

- Prescription Pick-Up
- Consultation Area
- Immunizations Available
- Blood Pressure Screening
- Ask the Pharmacist

Examples for Pharmacies

Welcome Sign

Welcome

Bienvenido

Bienvenue

مرحباً

Bem-vindo

ようこそ

환영합니다

欢迎

World Cup Opportunity

Feature languages associated with teams expected to visit your city.
Look up the [FIFA World Cup Match Schedules](#)

Dallas:

- Spanish
- Portuguese
- French
- Arabic

Miami:

- Spanish
- Portuguese
- French

Los Angeles:

- Spanish
- Korean
- Japanese
- Mandarin

Device Demonstration Models

Useful for:

- Inhalers
- Insulin pens
- Glucose monitors
- Nasal sprays

Example

Instead of verbally explaining inhaler technique, demonstrate using a training device.

Research consistently shows demonstration improves technique and adherence.

QR Codes:A Simple Tool with Powerful Applications

Examples

Medication Education

QR code links to:

- Medication videos
- Translated instructions
- Manufacturer education

Pharmacy Information

QR code links to:

- Store hours
- Services offered
- Immunization information
- Directions

Community Resources

QR code links to:

- Local urgent care locations
- Emergency services
- Public transportation
- Community clinics

Example

A visitor scans a QR code labeled: "**Healthcare Information in Your Language**" The code opens a webpage offering educational materials in: Spanish French Portuguese Arabic Mandarin

Practical World Cup Example

Scenario

A visitor from France enters the pharmacy with seasonal allergy symptoms.

The pharmacy team:

1. Uses multilingual signage to guide the patient.
2. Uses a symptom picture card to confirm concerns.
3. Uses a translation app to clarify medication history.
4. Provides written instructions.
5. Offers a QR code linking to allergy education in French.

Result:

The patient receives safe, understandable care despite language differences.

Key Takeaway: Language Access Is a Patient Safety Issue

The goal is not perfect translation.

The goal is ensuring that every patient can:

1. ✓ Ask questions
2. ✓ Understand recommendations
3. ✓ Use medications safely
4. ✓ Access healthcare with confidence

When communication barriers are reduced, trust, safety, and health outcomes improve.

Cultural Awareness vs Cultural Humility

Patients are experts in their own experiences.

Cultural Awareness

Learning about other cultures

Focuses on acquiring knowledge

"Tell me about your culture."

Can lead to generalizations if applied incorrectly

Culture-centered

Cultural Humility

Learning from the patient

Focuses on lifelong self-reflection

"Tell me about your experience."

Recognizes that every patient is unique

Patient-centered

Cultural Awareness vs Cultural Humility

Cultural awareness involves understanding that people from different backgrounds may have different:

- Health beliefs
- Communication styles
- Dietary practices
- Religious considerations
- Family structures
- Healthcare expectations

Example:

A pharmacist knows that some Muslim patients may have concerns about pork-derived ingredients or medication use during fasting periods.

This knowledge can help initiate a respectful conversation.

Cultural humility recognizes that no amount of training can fully prepare us to understand every individual's experience.

Instead of assuming what a patient believes based on their culture, we ask questions and listen.

Example:

Instead of assuming a Muslim patient is fasting during Ramadan, ask:

"Are there any religious or cultural practices you would like us to consider when discussing your medications?"

Moving from Assumptions to Curiosity

The Risk of Cultural "Shortcuts"

Even well-intentioned healthcare professionals can unintentionally make assumptions.

Examples of Assumptions

- ✗ "This patient is Hispanic, so they probably speak Spanish."
- ✗ "This patient is older, so their family makes all healthcare decisions."
- ✗ "This patient is from another country, so they may not understand their medications."
- ✗ "This patient uses traditional remedies and won't accept my recommendation."

What Cultural Humility Looks Like

Instead of Assuming

What language they speak

Who makes healthcare decisions

Their health beliefs

Their concerns

Ask

"What language do you prefer for healthcare discussions?"

"Who would you like involved in your care decisions?"

"How do you usually manage this condition?"

"What questions or concerns do you have about this treatment?"

Practical Application in Pharmacy

Before counseling a patient, ask yourself:

- ✓ Am I making assumptions based on appearance, language, religion, nationality, or age?
- ✓ Have I asked the patient about their preferences?
- ✓ Have I created an opportunity for them to share their perspective?
- ✓ Am I treating this person as an individual rather than a representative of a group?

Key Takeaway

Cultural awareness provides knowledge. Cultural humility builds trust.

The goal is not to become an expert in every culture.

The goal is to approach every patient with:

- Respect
- Curiosity
- Openness
- A willingness to learn

The most culturally responsive question a pharmacist can ask is:

"What would help us provide the best care for you today?"

Health Beliefs Around the World

- Different views on medications, vaccines, prevention, and traditional remedies.

Health beliefs are shaped by many factors, including:

- Family traditions
- Religion
- Culture
- Previous healthcare experiences
- Community influences
- Personal experiences

Understanding these perspectives can help pharmacists build trust and improve adherence.

Beliefs About Medications

Example 1: "Only Take Medicine When You Feel Sick"

Some patients may stop taking medications once symptoms improve because they view medication as treatment for symptoms rather than disease prevention.

Examples

- Hypertension medications
- Cholesterol medications
- Asthma controller medications

Pharmacist Response

"This medication helps prevent future problems even when you're feeling well."

Example 2: Preference for Natural Remedies

Some patients may prefer:

- Herbal supplements
- Traditional healing practices
- Dietary approaches

before considering prescription medications.

Pharmacist Response

"Are you currently using any traditional or herbal remedies along with your medications?"

This helps identify potential interactions while respecting the patient's preferences.

Beliefs About Vaccines

Example 1: Different Experiences With Vaccination Programs

Patients from different countries may have:

- Greater trust in vaccines
- Less familiarity with adult immunizations
- Different vaccination schedules
- Concerns based on prior experiences

Pharmacist Response

Explore concerns respectfully rather than assuming vaccine hesitancy.

"What questions do you have about this vaccine?"

Example 2: Religious or Ethical Considerations

Some patients may have concerns regarding:

- Vaccine ingredients
- Religious permissibility
- Fasting periods
- Personal beliefs

Pharmacist Response

Provide factual information and discuss available options when appropriate.

Beliefs About Traditional Remedies

Examples Patients May Use

- Herbal teas
- Traditional Chinese Medicine
- Ayurveda
- Indigenous healing practices
- Home remedies passed through families
- Vitamins and supplements

Important Consideration

Many traditional practices can coexist safely with conventional medicine.

The pharmacist's role is not to dismiss these practices but to ensure safety and identify potential interactions.

Ask:

"Are there any traditional remedies or supplements you use to help manage your health?"

Case Example

Patient Scenario

A visitor with diabetes reports drinking a traditional herbal tea daily to help control blood sugar and is hesitant to start a new medication.

Poor Response

"That doesn't work. You should just take the medication."

Better Response

"Tell me more about the tea you're using. Let's discuss how it fits with your current treatment plan and how we can safely manage your diabetes."

Key Takeaway

Health beliefs influence healthcare decisions, but they do not predict them.

the goal is not to become an expert in every culture.

The goal is to:

- Ask questions
- Listen without judgment
- Understand the patient's perspective
- Develop treatment plans that respect individual beliefs while promoting safe and effective care

Curiosity builds trust. Assumptions create barriers.

Religious Considerations

Ask, Don't Assume

- Halal, Kosher, fasting, alcohol-containing products, and pork-derived ingredients.

Religious beliefs may influence healthcare decisions, medication preferences, dietary restrictions, and treatment timing.

However, not every person who identifies with a religion follows the same practices.

The pharmacist's role is to explore patient preferences respectfully, not make assumptions.

Medications

Halal Medications

Avoid Asking

- ✗ "You're Muslim, so you can't take this medication, right?"
- ✗ "Do Muslims use this medication?"
- ✗ "You're fasting, aren't you?"

Kosher Considerations

Avoid Asking

- ✗ "Are you strict about keeping kosher?"
- ✗ "You don't eat pork, correct?"
- ✗ "Can Jewish people take this medication?"

Better Questions

- ✓ "Are there any religious or dietary considerations you would like us to take into account when selecting a medication?"
- ✓ "Would you like information about the ingredients in this medication?"
- ✓ "Are there any ingredients you prefer to avoid?"

Better Questions

- ✓ "Do you have any dietary or religious preferences that may affect medication selection?"
- ✓ "Would you like us to review the ingredients together?"
- ✓ "Are there any products you prefer not to use?"

Fasting Considerations

Avoid Asking

- ✗ "You're fasting for Ramadan, right?"
- ✗ "Can you even take medicine during your fast?"
- ✗ "Why don't you just stop the medication while fasting?"

Better Questions

- ✓ "Are there any fasting practices we should consider when discussing your medication schedule?"
- ✓ "Would you like to discuss ways to adjust medication timing during fasting periods?"
- ✓ "How do you usually manage your medications during periods of fasting?"

Pork/Beef --Derived Ingredients

Avoid Asking

- ✗ "Since you're Muslim/Jewish/Hindu, you can't use this, can you?"
- ✗ "Does your religion prohibit this medication?"

Better Questions

- ✓ "Some medications contain ingredients derived from animal sources. Is that something you would like us to consider when selecting a product?"
- ✓ "Would you like information about alternative formulations if they are available?"

Family Decision-Making

Avoid Asking

- ✗ "Does your husband make your healthcare decisions?"
- ✗ "Should I wait until your family decides?"
- ✗ "Who is in charge of your medical decisions?"

Better Questions

- ✓ "Would you like anyone else involved in discussing your treatment options?"
- ✓ "Who would you like included in healthcare decisions?"
- ✓ "How do you usually make healthcare decisions?"

Alcohol-Containing Products

Avoid Asking

- ✗ "Your religion won't allow alcohol, will it?"
- ✗ "Do you object to alcohol because of your faith?"

Better Questions

- ✓ "Would you like information about any inactive ingredients contained in this product?"
- ✓ "Some medications contain small amounts of alcohol. Would you like to review the ingredients before making a decision?"

Key Takeaway

Respectful Questions Focus on Preferences, Not Assumptions

Instead of asking:

"What does your religion allow?"

Ask:

"Are there any personal, religious, or dietary preferences we should consider when discussing your treatment options?"

This approach:

- Respects patient autonomy
- Avoids stereotyping
- Encourages open communication
- Supports patient-centered care
- Reflects cultural humility rather than cultural assumptions

Avoiding, Debunking, Demystifying **Stereotypes**



Community
Connected

Recognizing Stereotypes

Avoid assumptions based on ethnicity, religion, nationality, or appearance.

Example 1: Appearance / Ethnicity -Myth

"A patient with a Hispanic surname or appearance probably speaks Spanish and has limited English proficiency."

Fact

Many Hispanic Americans are native English speakers, bilingual, or may speak another language entirely. Language preference cannot be determined by appearance, surname, or ethnicity.

Better Approach

✗ "Do you need this in Spanish?"

✓ "What language do you prefer for healthcare discussions?"

Key Learning

Language preference should be determined by asking, not assuming.

Example 1: Hinduism

Myth

"All Hindu patients are vegetarian."

Fact

Many Hindus follow vegetarian diets, but not all do. Dietary practices vary based on region, family traditions, personal beliefs, and individual choice. Some Hindus eat meat, while others may avoid only certain foods such as beef.

Better Approach

✗ "Since you're Hindu, I'll recommend the vegetarian option."

✓ "Do you have any dietary preferences or restrictions that you'd like me to consider when recommending a product?"

Key Learning

Religious identity does not automatically determine dietary practices.

Example 2: Buddhism

Myth

"All Buddhist patients avoid medications that contain animal products."

Fact

Buddhist beliefs and practices vary widely across countries, traditions, and individuals. Some Buddhists may follow vegetarian or vegan diets, while others do not. Many Buddhists prioritize medical treatment and may not have concerns about medication ingredients.

Better Approach

✗ "You probably won't want this medication because it contains animal-derived ingredients."

✓ "Would you like information about the ingredients in this medication or possible alternatives?"

Key Learning

Religious affiliation alone does not predict healthcare preferences or treatment decisions.

Example 3: Nationality

Myth

"Patients from India prefer traditional medicine and may not trust prescription medications."

Fact

India has one of the world's largest healthcare and pharmaceutical systems. Some individuals may use traditional remedies such as Ayurveda, while others rely exclusively on conventional medicine. Many use both.

Better Approach

✗ "Do you use Ayurvedic medicine instead of prescriptions?"

✓ "Are there any supplements, traditional remedies, or other treatments you're currently using so we can make sure everything works safely together?"

Key Learning

Healthcare preferences should be explored through conversation, not assumptions about nationality.

Takeaway

The goal of cultural humility is not to know what every group believes.

The goal is to recognize that **beliefs vary within every religion, nationality, and ethnic group**, and to ask respectful questions that allow patients to share what matters to them personally.

Unconscious Bias

Automatic assumptions can affect communication and care.

What Is Unconscious Bias?

Unconscious bias refers to automatic assumptions or judgments that occur without intentional thought. These biases can influence how we communicate, the questions we ask, the recommendations we make, and the level of care we provide.

Most healthcare professionals have unconscious biases. The goal is not to eliminate them completely, but to recognize them and prevent them from affecting patient care.

Pharmacy Case Example

Scenario

A patient enters the pharmacy speaking with a strong accent and asks about blood pressure medication.

The pharmacist immediately assumes:

- The patient has limited health literacy.
- The patient may not understand medication instructions.
- The patient will need simplified counseling.

As a result, the pharmacist:

- Speaks more slowly than necessary.
- Uses overly simplistic explanations.
- Directs most questions to the patient's adult child who accompanied them.
- Does not fully engage the patient in the conversation.

Pharmacy Case Example

What Happened?

The pharmacist unintentionally allowed an assumption about language and nationality to influence communication.

However, the patient:

- Is a university professor.
- Speaks three languages fluently.
- Has managed hypertension successfully for years.
- Understands the treatment plan perfectly.

The patient leaves feeling:

- Dismissed
- Frustrated
- Less confident in the pharmacist

Pharmacy Case Example

How Could This Have Been Handled Differently?

Start with Assessment, Not Assumptions

Instead of assuming the patient's communication needs, ask:

- ✓ "What language do you prefer for healthcare discussions?"
- ✓ "Would you like written information in another language?"
- ✓ "How familiar are you with this medication?"

Engage the Patient Directly

Even when family members are present:

- ✗ Speak primarily to the companion.
- ✓ Address the patient first and ask who they would like involved in the discussion.

Use Universal Communication Techniques

Rather than assuming low health literacy:

- ✓ Use plain language with all patients.
- ✓ Use Teach-Back with all patients.
- ✓ Confirm understanding without singling anyone out.

Reflection Questions

Ask yourself:

- What assumptions did I make?
- What information did I actually know?
- Did I allow appearance, accent, age, nationality, religion, or ethnicity to influence my approach?
- Would I have handled this interaction differently if the patient looked or sounded different?

Key Takeaways

- Communication, cultural humility, and accessibility improve trust and outcomes.
- Replace assumptions with curiosity-Ask open-ended questions and explore individual preferences.
- Interactive discussions-Reflect on a patient encounter where assumptions may have influenced care.
- Building a Welcoming Pharmacy-Multilingual signs, accessibility resources, and diverse educational materials.
- Accessibility matters-Large print materials, hearing assistance, wheelchair access, and visual aids
- Preparing for FIFA world Cup - Follow match schedules and prepare for likely visitor populations.
- Preparing the Community Pharmacy as trusted resource-Be a first stop for care, guidance, and referrals
- Community Connected Action-Review signage, train staff, update resources, and assess accessibility.

Questions & Discussion

What steps can your pharmacy take today?

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