
Overview

This standard is about assisting in the sale of medicines and products. It relates to ascertaining the requirements of a range of individuals using a questioning technique such as 2WHAM and, where appropriate within the scope of your practice, to recommend a suitable GSL or pharmacy product to meet their needs. Your practice will be consistent with your occupational role and carried out under the regulatory and ethical frameworks established in the context of current legislation. You will work at all times within Standard Operating Procedures that relate to the way in which a pharmacy service is provided in your work place. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

You must be able to:

- P1 be courteous to individuals and generate goodwill through the way you communicate with them
- P2 use a questioning technique such as 2WHAM to ascertain the individual's requirements, information needs that can be provided in an appropriate format
- P3 offer the individual a choice of medicines/products to meet their requirements
- P4 provide the individual with relevant information and advice regarding the medicine or product they select
- P5 check that the individual understands the key points about the medicine or product and its use
- P6 place the product in discreet and appropriate packaging before giving it to the individual
- P7 take payment in line with your organisational policies
- P8 where the SOP, legislation and/or your experience requires you to refer the sale to a pharmacist or a pharmacy technician, explain to the individual the action being taken and why
- P9 refer individuals who request medicines with the same active ingredient or with similar action to the pharmacist or pharmacy technician in line with SOPs
- P10 give relevant information to the pharmacist or a pharmacy technician about any situations referred to them
- P11 inform the pharmacist or a pharmacy technician when excessive or regular quantities of medicines, liable to abuse or misuse, are requested before completing the sale
- P12 inform the individual politely when the sale of a medicine cannot be completed and take appropriate action
- P13 treat all information in confidence

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Knowledge and understanding

You need to know and understand:

- K1 the pharmacy protocol on the sale of medicines and SOPs including:
 - K1.1 what is listed in them
 - K1.2 how to use them
 - K1.3 why it is important that SOPs should be followed at all times
- K2 the legal responsibility and authority of the pharmacist and others in the organisation
- K3 the legal and ethical requirements for confidentiality
- K4 the main actions and side effects of the active ingredients within the most commonly used non-prescription medicines
- K5 the differences between:
 - K5.1 general Sales Medicines (GSL)
 - K5.2 pharmacy (P)
 - K5.3 prescription Only Medicines (POM) items
- K6 the use of questioning techniques such as 2WHAM
- K7 the needs of different types of individuals
- K8 the sources of information to access
- K9 the information that is suitable to give individuals
- K10 the type of information/advice that needs to be referred to a pharmacist or a pharmacy technician

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Additional Information

External links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: Core 1 Communication

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