



## Communication in Pharmacy Practice

Guest Editors:

### Dr. Sofia Källemark Sporrøng

Department of Pharmacy,  
University of Copenhagen,  
Universitetsparken 2, 2100  
København Ø, Denmark

### Dr. Susanne Kaae

Department of Pharmacy,  
University of Copenhagen,  
Universitetsparken 2, 2100  
København Ø, Denmark

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### Message from the Guest Editors

Communication is a crucial part of pharmacy practice, in community pharmacies, as well as in other health care settings. The communicative role of pharmacists and other pharmacy staff is an important part of, e.g., dispensing, pharmaceutical care, and counselling services provided to patients. It is through high quality communication that patients' needs can be assessed and information, education and advice given, in this way ensuring a rational use of medicine.

However, communication is a complex area, dealing with, not only the transmission of content, but also intrapersonal relationships, social processes, etc. Through research in pharmacy practice communication we can help develop skills, tools and processes, to make patient encounters and other encounters as good as possible.

We welcome research studies on communication in pharmacy and clinical practice, theoretical and methodological reflections, as well as reflections about tendencies and challenges in pharmacy communication.

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### Prof. Dr. Jon Schommer

College of Pharmacy, University  
of Minnesota, Minneapolis, MN  
55455, USA

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Pharmacy Editorial Office  
MDPI, Grosspeteranlage 5  
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