



## Professional Communication

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## Welcome!

- Communication recommendations
  - How do you address . . . ?
    - Faculty members
    - Or preceptors
    - Or employers
  - What happens when you see them . . . ?
    - Socially
    - As your pharmacy patient
  - How do you communicate in a written format?
  - Who's watching?



## Recommendations

- How do you address someone?

**Betsy Blake, PharmD, BCPS**  
Clinical Associate Professor

**Mike Wyatt, PhD**  
Associate Professor

**Steve Greene, RPh**  
Manager, Professional and College Relations, CVS Caremark Corporation

**Carole Small Russell, MHSA, RPh**  
South Carolina Board of Pharmacy

**Nikki Mellen**  
Pre-Pharmacy Advisor

**Maddie DeMarsh, PharmD**  
PGY1 Pharmacy Resident

**Lynn Connelly, RPh**  
Pharmacist-in-Charge,  
Medicine Mart Pharmacy



## But what if . . .

Your professor is your brother?  
Or your mom?

Your professor is your daughter's best friend's  
mom? And you get together most weekends?

Your professor is your neighbor?



## But you see them . . .

- Out with friends at Colatown Oktoberfest sampling beers
- At a pool party for your child's classmate
- As your patient in the pharmacy where you work



## You need to contact your professor . . .

- You missed class this morning because you were stuck between trains on Assembly Street. As a result, you missed in-class questions that counted for a portion of your grade.
- You are:
  - A. Upset that you will lose points
  - B. Concerned that you missed material that will be on the test in 3 days
- What do you do?



## You need to contact your professor . . .

- What do you do?
  - A. Send a message through Facebook
  - B. Call the professor's office and leave an urgent message on her voicemail
  - C. Contact the dean's office that your professor is not in her office right now and you need to address your concerns immediately
  - D. Send an email



## You need to contact your professor . . .

- How should your email be formatted?
 

**Subject: URGENT**

Hey!

I need to know what I should do to get back my points I missed this morning. Please respond as soon as possible.

**Subject: PHMY 111 – missed class this morning**

Dr. Blake:

I am quite concerned about missing your class this morning . . .

**Subject:**

Dear Betsy,

You won't believe what happened to me this morning! . . .



## Things to consider . . .

- Your email address
  - Is it professional?
    - shady lady@thisismyemail.com
    - thebeerman@beerthirty.com
    - drugdealer@isellpills.com
- Your signature line



## Your preceptor gave you his cell phone number

- You text him to:
  - A. Ask him to join you and your classmates for happy hour at a bar in the Vista
  - B. Ask him about what you should wear for rotation the next day. It's midnight.
  - C. Clarify a question you were researching for him
  - D. Tell him you are lost and cannot find the building where you are supposed to meet



## Don't forget . . .

- You never know who is nearby . . .
  - USC tailgating
  - Local restaurants
  - Overheard in the hall
    - Or at work



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