

# Chatting with Confidence: Enhancing Pharmacy Students' Patient Counseling Skills with AI

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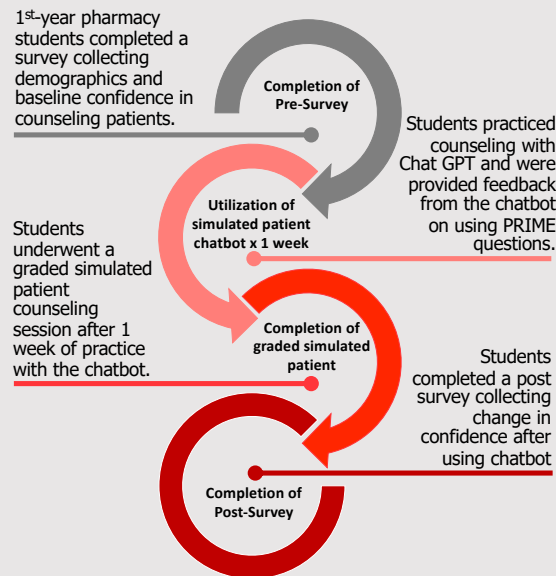
## Background

- Pharmacists with strong counseling skills are key in promoting patient centered care.
- Pharmacist-led counseling sessions using the PRIME questions increased the percentage of patients with an adherence rate of at least 80% from **9% to 59%**.<sup>1</sup>

## Purpose

Assess pharmacy student confidence gains when using an AI chatbot as a counseling tool in the classroom in preparation for a graded standardized patient encounter.

## Methods

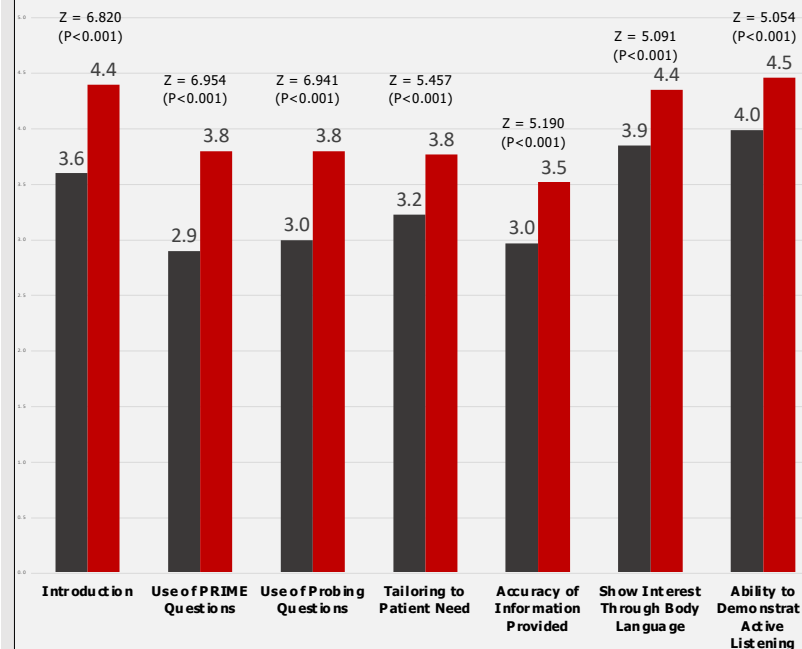


## Results

### Pre-Survey Demographic Information (N=126)

Mean Age, Years (SD)	22.2 (3.125)
Pharmacy Work Experience No. (%)	102 (81.0)
Community Pharmacy Work Experience No. (%)	88 (69.8)
≥1 Year Work Experience No. (%)	72 (57.1)
Previous ChatGPT Experience No. (%)	91 (72.2)
Comfortable/Very Comfortable Using ChatGPT (%)	69 (54.8)

### First-Year Pharmacy Students' Mean Confidence Scores Pre-Post Survey



## Conclusion

- Incorporating an AI chatbot as a counseling tool in the classroom resulted in a statistically significant increase in first-year pharmacy student's confidence in counseling.
- Highlights the potential of AI as an effective educational tool to enhance student learning.

## Setting



The University of Georgia College of Pharmacy – Athens, GA

- PHRM 3900 Pharmacy Communications course, offered in the fall of the first year, teaches pharmacy students essential patient communication skills.

## References

- Colvin N., et al. *The Journal of the American Pharmacists Association*. 2018 58(4S): S59-63.E2

## Disclosures

Authors report no conflicts of interest and attest to the integrity of this work. For more information, contact Devin Lavender, devin.lavender@uga.edu