
Interkulturelles Zusammenarbeiten



Was heißt das?

9. Kongress für Arzneimittelinformation

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“*Intercultural collaboration is like jazz—
different instruments, different rhythms,
but when played together, it creates
something amazing.*”  

“ Hey ChatGPT.... What kind of communication skills do Pharmacists need to have? ”

Pharmacists need strong communication skills to effectively interact with patients, doctors, and healthcare professionals. Key skills include:

1. Active Listening

- ◆ Understanding patient concerns, symptoms, and medication history.
- ◆ Listening carefully to doctors' prescriptions and instructions.

2. Clear & Concise Communication

- ◆ Explaining complex medical terms in simple language.
- ◆ Providing clear dosage instructions to avoid medication errors.

3. Empathy & Patient-Centered Approach

- ◆ Showing care and concern for patients' well-being.
- ◆ Being patient with elderly or anxious customers.

4. Cultural Sensitivity & Intercultural Communication

- ◆ Respecting diverse cultural beliefs about medicine.
- ◆ Adjusting communication styles based on different backgrounds.

5. Conflict Resolution & Problem-Solving

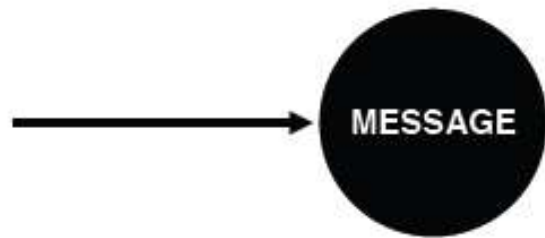
- ◆ Handling complaints professionally.
- ◆ Addressing concerns about medication side effects or costs.

6. Teamwork & Professional Communication

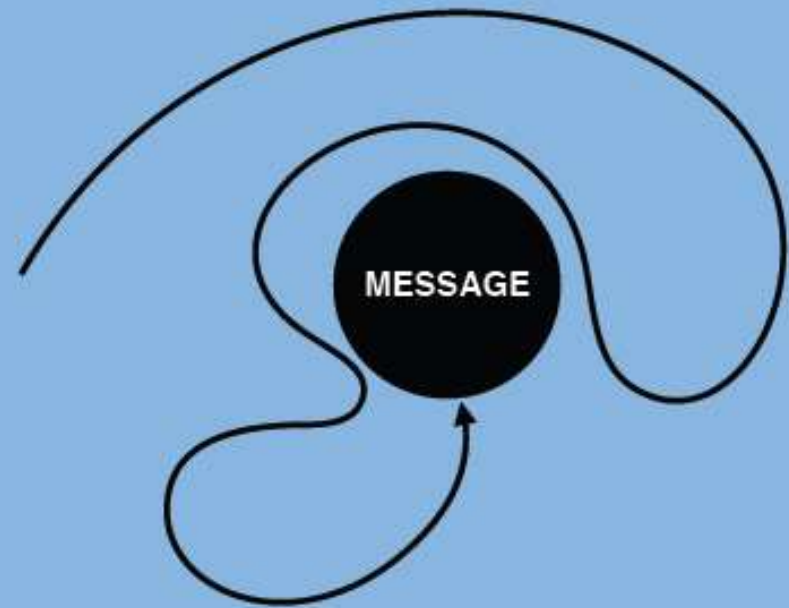
- ◆ Collaborating with doctors and nurses for the best patient care.
 - ◆ Giving and receiving feedback effectively.
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*Active Listening &
Clear Concise Communication*

message



Direkte Kommunikation



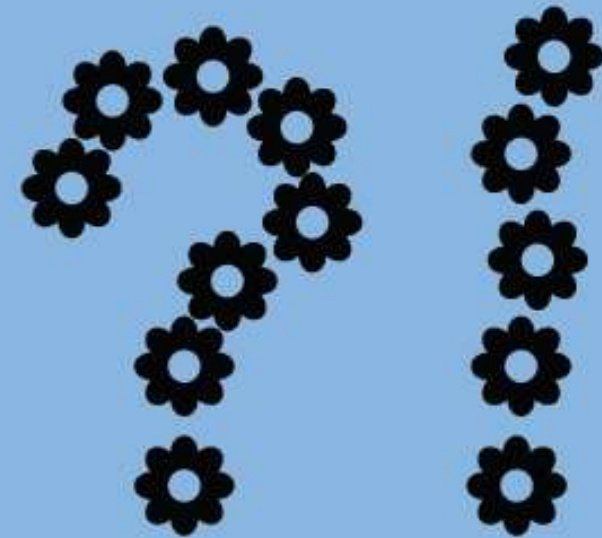
Comunicazione indiretta e ben educata



conversation



Direkte Kommunikation



Comunicazione indiretta e ben educata



Low and High Context Communication

LOW CONTEXT

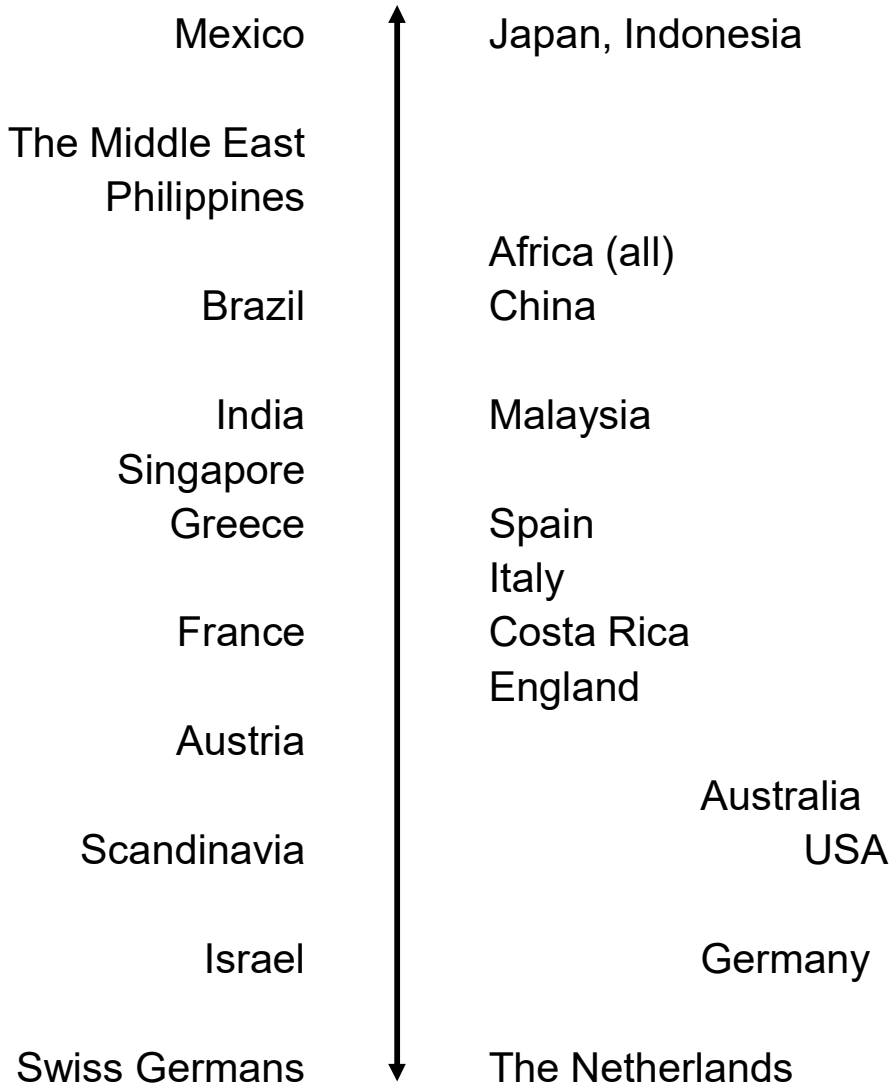
Belief: *Appropriate communication depends on using concrete logical, unambiguous task-orientated language (the text), so we should be explicit, clear and transparent (personal relationships are nice but not necessary).*

HIGH CONTEXT

Belief: *Appropriate communication depends on decoding the situation, the relationship, the non-verbal behaviour (the context), so we should invest time in getting to know people to communicate efficiently using a shared code.*

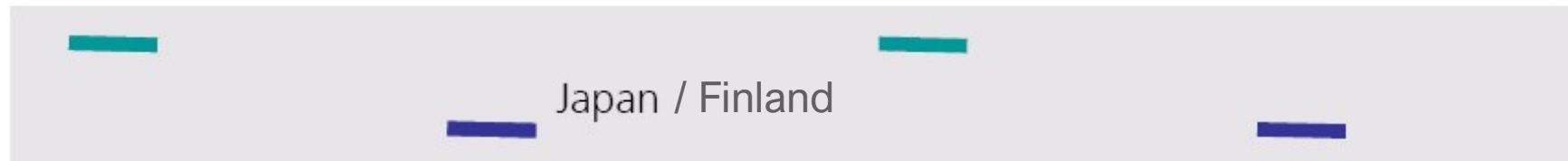
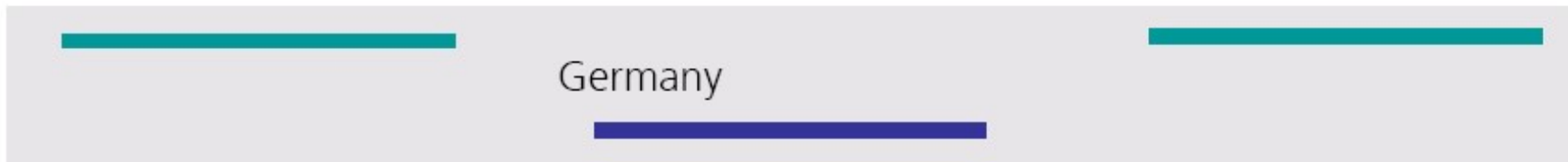
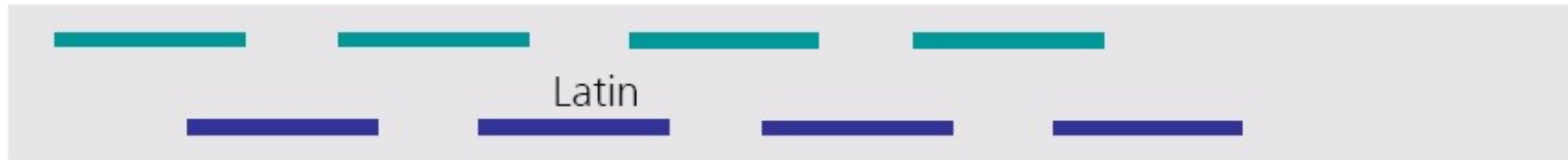
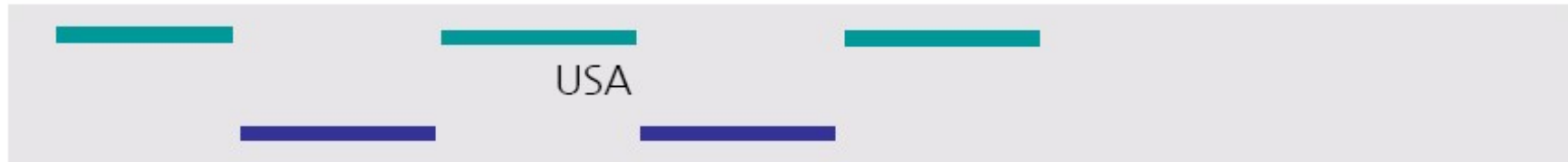
Based on the concepts of Edward T. Hall
Source: A World of Difference – Working successfully across cultures

High Context




Low Context

Communication Patterns



Empathy

“A different culture is just a reminder that there’s more than one right way to dance through life.”  .



family



Meine Familie

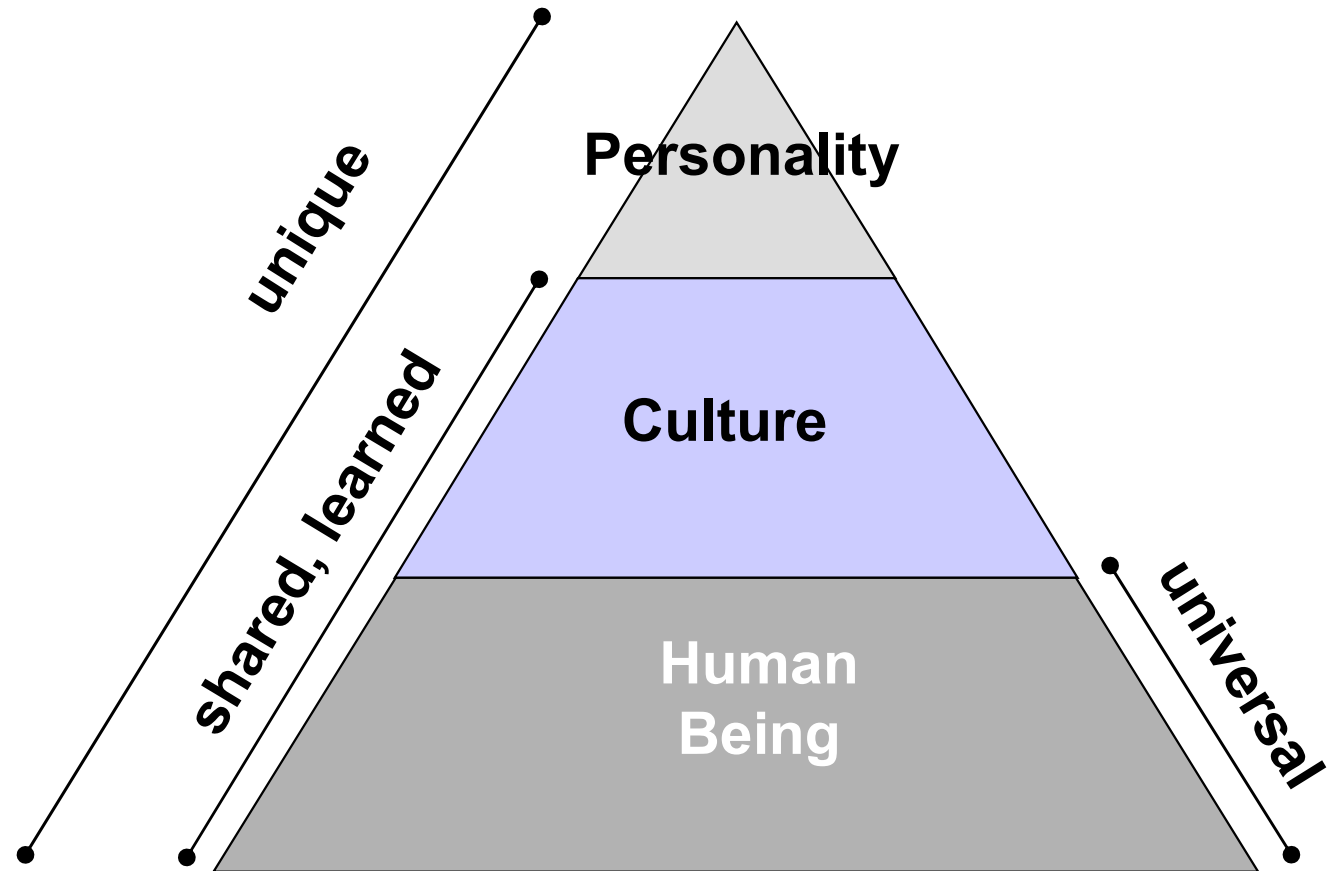
La mia famiglia



*Cultural Sensitivity &
Intercultural
Communication*

What is Culture?

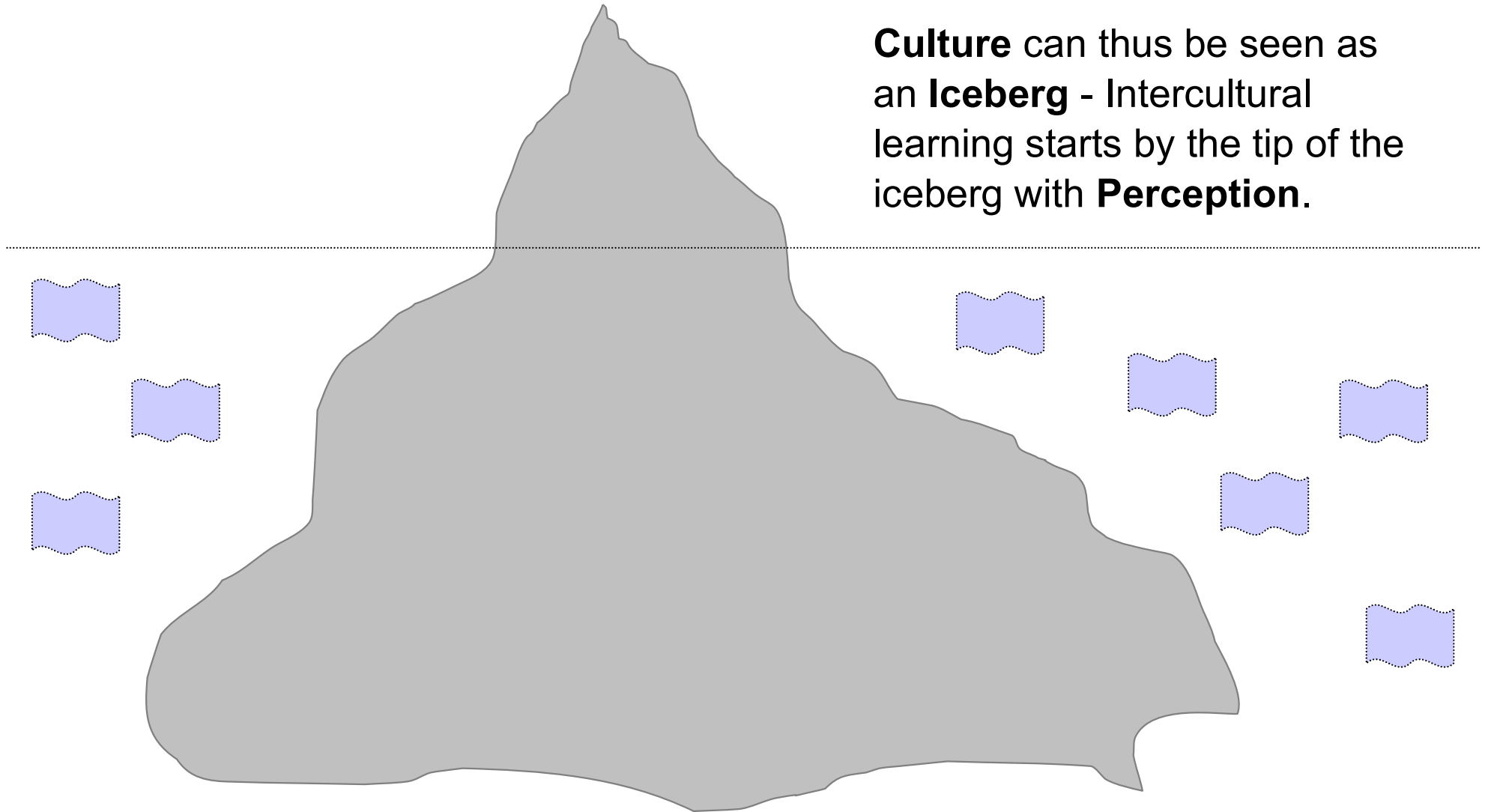
Culture is...



Source: Geert Hofstede's cultural dimensions theory, 1980

The Iceberg Model

Culture can thus be seen as an **Iceberg** - Intercultural learning starts by the tip of the iceberg with **Perception**.



Culture comes in layers, like an onion



Culture comes in layers, like an onion. To understand it you have to unpeel it layer by layer.

The **layers of values and norms** are deeper within the onion, and are more difficult to identify.

The **core** of the onion is what is taken for granted, **unquestioned reality**.

“ Culture hides more than what it reveals, and strangely enough what it hides, it hides most effectively from its own participants.”

- Edward Hall

Thank you

Merci

Grazie

Danke

Kiitos

Gracias

Tak

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