



Amar Shaheed Baba Ajit Singh Jujhar Singh Memorial
COLLEGE OF PHARMACY
(An Autonomous College)
BELA (Ropar) Punjab



Name of Unit	Developmental and Behavioural Psychology
Subject Name	Healthcare Psychology and Communication Skill
Course/Subject Code	BP-103T
Class: B. Pharm. Semester	1 ST SEM\ 1 st YEAR
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Learning Outcome of Module 02

Upon successful completion of this course, the students will be able to:

No.	CO
BP103.1	Explain basic psychology concepts and their relevance in healthcare.
BP103.2	Describe human development stages, personality traits, and illness responses.
BP103.3	Apply effective communication models in clinical and healthcare settings.
BP103.4	Demonstrate active listening, empathetic interaction, and clinical documentation skills.
BP103.5	Analyze behavioral interventions that promote mental health and treatment adherence.

LO	Particular	Course Outcome Code
LO 1	Life stage care	BP103.1
LO 2	Personality Adaptation	BP103.2
LO 3	Illness perception Evaluation	BP103.3
LO 4	Psychological Comorbidity	BP103.4
LO 5	Coping and Stress Intervention	BP103.5

Content Table

Topic
1. Human Developmental Stages and Healthcare Needs
2. Personality Theories and Patient Interaction Styles
3. Psychological Factors Affecting Illness Perception and Recovery
4. Common Psychological Disorders in Healthcare
5. Coping Strategies, Resilience, and Stress Management Techniques

Developmental and Behavioral Psychology

1. Human Developmental Stages and Healthcare Needs

Human development is a lifelong process divided into distinct stages. Healthcare providers must understand these stages to deliver age-appropriate care.

Infancy & Early Childhood (0–5 years):

- **Focus:** Rapid physical, cognitive, and motor development.
- **Healthcare Needs:** Immunization schedules, tracking developmental milestones, nutritional guidance, and managing acute pediatric infections.

Late Childhood & Adolescence (6–18 years)

- **Focus:** Identity formation, puberty, and increased peer influence.
- **Healthcare Needs:** Mental health support (addressing body image or peer pressure), acne management, substance abuse prevention, and reproductive health education.

Adulthood (19–64 years):

- **Focus:** Career establishment, family planning, and lifestyle stabilization.
- **Healthcare Needs:** Management of lifestyle-related risks (stress, diet), occupational health, prenatal/maternal care, and early screening for chronic diseases

Geriatric / Older Adulthood (65+ years):

- **Focus:** Physical decline, cognitive changes, and navigating retirement or loss.
- **Healthcare Needs:** Management of polypharmacy (multiple medications), chronic disease management (diabetes, cardiovascular issues), cognitive screenings (dementia), and mobility support.

2. Personality Theories and Patient Interaction Styles

Understanding personality helps healthcare professionals tailor their communication and treatment strategies to match patient behavioral traits.

Key Personality Theories

- **Trait Theory (Big Five / OCEAN):** Categorizes personality into five broad domains: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. High neuroticism may indicate a patient prone to high health anxiety, requiring extra reassurance.

- **Psychosocial Theory (Erik Erikson):** Emphasizes how social experiences shape personality across 8 life stages. For example, elderly patients facing "Integrity vs. Despair" need dignity and reflective validation during care.
- **Behaviorist Theory (Skinner/Watson):** Views personality as a collection of learned behaviors shaped by the environment. Useful for understanding health habits formed via reinforcement.

Adapting Patient Interaction Styles

- **The Analytical Patient:** Prefers facts, precise data, and logical explanations.
Approach: Provide clear information on drug mechanisms, dosages, and evidence-based clinical outcomes.
- **The Amiable/Cooperative Patient:** Values relationships, avoids conflict, and seeks approval.
Approach: Build strong rapport, express genuine empathy, and gently prompt them to report hidden side effects or concerns.
- **The Assertive/Driver Patient:** Goal-oriented, decisive, and prefers efficiency.
Approach: Keep explanations concise, present treatment options clearly, and give them a sense of control over their therapy plan.

3. Psychological Factors Affecting Illness Perception and Recovery

How a patient perceives their illness directly dictates their compliance and speed of recovery.

- **Illness Perception (The Leventhal Self-Regulation Model):** Patients form cognitive representations of their illness based on:
 - **Identity:** The label/symptoms they assign to the illness.
 - **Timeline:** Whether they view it as acute, cyclical, or chronic.
 - **Consequences:** Anticipated impact on their daily life.
 - **Control/Cure:** Believing whether the disease is manageable via medical or self-care interventions.
- **Locus of Control (Rotter):**
 - **Internal Locus:** Patients believe their own actions control their health. They actively participate in lifestyle changes and treatment plans.
 - **External Locus:** Patients believe health outcomes are governed by luck, fate, or doctors. They may exhibit passive adherence or learned helplessness.

➤ **Placebo and Nocebo Effects:**

- Placebo: Positive psychological expectations lead to physiological improvement.
- Nocebo: Negative expectations or anxiety cause worsening symptoms or perceived adverse drug reactions.

4. Common Psychological Disorders in Healthcare

Medical professionals frequently encounter psychological comorbidities that complicate physical treatments.

➤ **Anxiety Disorders:**

- Characteristics: Excessive worry, panic attacks, or phobias (e.g., white-coat hypertension, needle phobias).
- Impact on Healthcare: Can mimic somatic conditions (tachycardia, hyperventilation), leading to misdiagnosis or overuse of emergency services.

➤ **Depression:**

- Characteristics: Persistent low mood, anhedonia (loss of interest), fatigue, and cognitive slowing.
- Impact on Healthcare: Severely impairs treatment adherence, reduces motivation for self-care, and delays overall physical recovery.

➤ **Somatization (Somatic Symptom Disorder):**

- Characteristics: The expression of psychological distress through physical, bodily symptoms (e.g., chronic pain, gastrointestinal distress) without an identifiable organic medical cause.
- Impact on Healthcare: Often leads to doctor-shopping, repetitive diagnostic testing, and frustration for both patient and clinician.
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5. Coping Strategies, Resilience, and Stress Management Techniques

Helping patients manage psychological stress is vital for physical recovery and long-term health maintenance.

➤ **Coping Strategies (Lazarus & Folkman)**

- Problem-Focused Coping: Aimed at altering the stressor itself. Examples include researching a medical condition, organizing a medication schedule, or scheduling a surgery.
- Emotion-Focused Coping: Aimed at regulating the emotional response to the stressor. Examples include seeking emotional support, practicing mindfulness, or utilizing denial/acceptance.

➤ **Psychological Resilience**

- The capacity to mentally or emotionally cope with an illness, trauma, or adversity and bounce back.
- Fostering Resilience: Encouraging strong social networks, cognitive reframing, and establishing realistic health milestones.

➤ **Clinical Stress Management Techniques**

- **Cognitive Behavioral Strategies:** Identifying and challenging maladaptive or catastrophic thoughts related to chronic disease.
- **Relaxation Therapies:**
 - ✓ Progressive Muscle Relaxation (PMR): Alternately tensing and relaxing muscle groups to alleviate physical tension.
 - ✓ Deep Breathing Exercises: Activating the parasympathetic nervous system to lower heart rate and blood pressure.
- **Mindfulness and Meditation:** Fostering present-moment awareness to reduce somatic anxiety symptoms

Section A: MCQ Based questions

1. Human development is best described as:

- A. A process limited to childhood
- B. A lifelong process of growth and change
- C. Only physical growth
- D. Only mental development

Answer: B

2. Which developmental stage is characterized by rapid physical, cognitive, and motor development?

- A. Adolescence
- B. Adulthood
- C. Infancy and Early Childhood
- D. Older adulthood

Answer: C

3. One of the primary healthcare needs during infancy is:

- A. Occupational counseling
- B. Immunization
- C. Retirement planning
- D. Cognitive screening

Answer: B

4. Developmental milestones are mainly monitored during:

- A. Older adulthood
- B. Adolescence
- C. Infancy and early childhood
- D. Middle adulthood

Answer: C

5. Identity formation mainly occurs during:

- A. Infancy
- B. Adolescence

- C. Older adulthood
- D. Adulthood

Answer: B

6. Which issue is common during adolescence?

- A. Dementia
- B. Peer pressure
- C. Polypharmacy
- D. Osteoporosis

Answer: B

7. Reproductive health education is especially important during:

- A. Infancy
- B. Childhood
- C. Adolescence
- D. Older adulthood

Answer: C

8. Lifestyle-related diseases are mainly managed during:

- A. Adulthood
- B. Childhood
- C. Infancy
- D. Neonatal period

Answer: A

9. Prenatal care primarily belongs to:

- A. Childhood
- B. Adolescence
- C. Adulthood
- D. Geriatrics

Answer: C

10. Polypharmacy is commonly seen in:

- A. Children
- B. Adolescents
- C. Adults
- D. Older adults

Answer: D

11. Cognitive screening in elderly patients mainly aims to detect:

- A. Asthma
- B. Dementia
- C. Diabetes
- D. Fractures

Answer: B

12. Which personality theory includes the OCEAN model?

- A. Psychoanalytic Theory
- B. Trait Theory
- C. Learning Theory
- D. Humanistic Theory

Answer: B

13. OCEAN stands for:

- A. Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism
- B. Observation, Courage, Emotion, Activity, Nature
- C. Openness, Confidence, Empathy, Ability, Normality
- D. None of the above

Answer: A

14. High neuroticism is associated with:

- A. Better immunity
- B. Health anxiety
- C. Improved memory
- D. High intelligence

Answer: B

15. Erik Erikson proposed:

- A. Trait Theory
- B. Psychosocial Theory
- C. Behaviorism
- D. Classical Conditioning

Answer: B

16. Erikson's stage relevant to elderly people is:

- A. Trust vs. Mistrust
- B. Identity vs. Role Confusion
- C. Integrity vs. Despair
- D. Industry vs. Inferiority

Answer: C

17. Behaviorist Theory states personality develops mainly through:

- A. Genetics
- B. Reinforcement and environment
- C. Dreams
- D. Intelligence

Answer: B

18. Skinner is associated with:

- A. Psychoanalysis
- B. Behaviorism
- C. Humanism
- D. Cognitive Theory

Answer: B

19. An analytical patient prefers:

- A. Emotional support only
- B. Facts and evidence
- C. Spiritual counseling
- D. Group therapy

Answer: B

20. The best approach for an analytical patient is:

- A. Give emotional reassurance only
- B. Provide scientific explanations
- C. Avoid discussing treatment
- D. Change the subject

Answer: B

21. Amiable patients generally:

- A. Prefer conflict
- B. Value relationships
- C. Ignore healthcare advice
- D. Avoid communication

Answer: B

22. Assertive patients prefer:

- A. Long explanations
- B. Efficient communication
- C. Emotional counseling only
- D. No involvement in decisions

Answer: B

23. According to the Leventhal Self-Regulation Model, illness perception includes:

- A. Identity
- B. Timeline
- C. Consequences
- D. All of the above

Answer: D

24. The "Timeline" component refers to:

- A. Disease diagnosis
- B. Disease duration
- C. Drug dosage
- D. Laboratory reports

Answer: B

25. Internal locus of control means:

- A. Health depends on luck
- B. Health depends on doctors only
- C. Health depends on one's own actions
- D. Health cannot be controlled

Answer: C

26. External locus of control is associated with:

- A. Personal responsibility
- B. Fate or luck determines health
- C. Better adherence
- D. Healthy lifestyle

Answer: B

27. A placebo effect occurs when:

- A. Negative expectations worsen symptoms
- B. Positive expectations improve symptoms
- C. Infection develops
- D. Medicine is toxic

Answer: B

28. A nocebo effect results from:

- A. Positive thinking
- B. Negative expectations
- C. Exercise
- D. Good nutrition

Answer: B

29. White-coat hypertension is commonly associated with:

- A. Anxiety
- B. Depression
- C. Dementia
- D. Schizophrenia

Answer: A

30. Anxiety disorders commonly involve:

- A. Panic attacks
- B. Excessive worry
- C. Phobias
- D. All of the above

Answer: D

31. Depression is characterized by:

- A. Persistent low mood
- B. Increased energy
- C. Hyperactivity
- D. Elevated mood

Answer: A

32. Anhedonia means:

- A. Excessive happiness
- B. Loss of interest in activities
- C. High anxiety
- D. Poor appetite

Answer: B

33. Depression often results in:

- A. Better adherence
- B. Delayed recovery
- C. Improved immunity
- D. Increased motivation

Answer: B

34. Somatic Symptom Disorder primarily involves:

- A. Hallucinations
- B. Physical symptoms without identifiable organic cause
- C. Memory loss
- D. Sleepwalking

Answer: B

35. Somatization often causes:

- A. Better health
- B. Doctor-shopping
- C. Weight gain
- D. Improved compliance

Answer: B

36. Lazarus and Folkman proposed:

- A. Trait Theory
- B. Coping Theory
- C. Psychoanalysis
- D. Social Learning Theory

Answer: B

37. Problem-focused coping aims to:

- A. Ignore stress
- B. Change the stressor
- C. Increase anxiety
- D. Avoid treatment

Answer: B

38. Which is an example of problem-focused coping?

- A. Meditation
- B. Scheduling medication
- C. Crying
- D. Denial

Answer: B

39. Emotion-focused coping primarily aims to:

- A. Eliminate disease
- B. Manage emotional reactions
- C. Replace medication
- D. Prevent infection

Answer: B

40. Mindfulness mainly helps:

- A. Increase blood glucose
- B. Reduce anxiety
- C. Increase cholesterol
- D. Cause insomnia

Answer: B

41. Psychological resilience is:

- A. Physical endurance only
- B. Ability to recover from adversity
- C. High intelligence
- D. Emotional instability

Answer: B

42. Resilience can be improved by:

- A. Social support
- B. Cognitive reframing
- C. Realistic goals
- D. All of the above

Answer: D

43. Cognitive Behavioral Therapy (CBT) helps patients:

- A. Ignore illness
- B. Challenge negative thoughts
- C. Stop medications
- D. Increase stress

Answer: B

44. Progressive Muscle Relaxation involves:

- A. Continuous exercise
- B. Alternately tensing and relaxing muscles
- C. Running
- D. Weight lifting

Answer: B

45. Deep breathing exercises mainly activate the:

- A. Sympathetic nervous system
- B. Parasympathetic nervous system
- C. Central nervous system only
- D. Enteric nervous system

Answer: B

46. Which technique can reduce heart rate and blood pressure?

- A. PMR
- B. Deep breathing
- C. Meditation
- D. All of the above

Answer: D

47. Which patient type usually wants detailed information about medicines?

- A. Assertive
- B. Amiable
- C. Analytical
- D. Passive

Answer: C

48. Which psychological disorder may mimic physical illness such as tachycardia?

- A. Dementia
- B. Anxiety disorder
- C. Schizophrenia
- D. Autism

Answer: B

49. Which factor most directly influences treatment adherence?

- A. Illness perception
- B. Hair color
- C. Height
- D. Blood group

Answer: A

Section B: 2 Marks Questions

1. Define human development.
2. List the four stages of human development.
3. Mention any two healthcare needs during infancy.
4. What are developmental milestones?
5. State any two healthcare needs of adolescents.
6. Define personality.
7. Name the five dimensions of the Big Five (OCEAN) personality model.
8. What is Trait Theory?
9. What is Erikson's Psychosocial Theory?
10. Define Behaviorist Theory of personality.
11. Who proposed the Behaviorist Theory?
12. What is meant by an analytical patient?
13. Define illness perception.
14. List any two components of Leventhal's Self-Regulation Model.
15. Define locus of control.
16. Differentiate between internal and external locus of control.
17. What is the placebo effect?
18. What is the nocebo effect?
19. Define anxiety disorder.
20. Mention any two symptoms of depression.

Section C: 5 Marks questions

1. Explain the stages of human development and their healthcare needs.
2. Describe the healthcare needs during infancy and early childhood.
3. Discuss the physical, psychological, and healthcare needs of adolescents.
4. Explain the healthcare challenges and needs of older adults (geriatric patients).
5. Describe the Big Five (OCEAN) Trait Theory of personality with suitable examples.
6. Explain Erik Erikson's Psychosocial Theory and discuss its relevance in healthcare.
7. Describe the Behaviorist Theory of personality and explain its application in promoting healthy behaviors.
8. Explain different patient interaction styles and discuss how healthcare professionals should communicate with each type.
9. Define illness perception and explain Leventhal's Self-Regulation Model.
10. Differentiate between internal and external locus of control with suitable examples.
11. Explain the placebo effect and nocebo effect with examples in clinical practice.
12. Describe anxiety disorders and discuss their impact on patient care.
13. Explain depression, its clinical features, and its effect on treatment adherence.
14. What is Somatic Symptom Disorder (Somatization)? Discuss its causes and impact on healthcare.
15. Explain problem-focused coping and emotion-focused coping with suitable examples.

Section D: 10 Marks questions

1. Explain the stages of human development from infancy to older adulthood. Discuss the healthcare needs associated with each developmental stage.
2. Describe the major personality theories (Trait Theory, Erikson's Psychosocial Theory, and Behaviorist Theory). Explain their significance in patient care.
3. Discuss the Big Five (OCEAN) personality traits. Explain how understanding these traits helps healthcare professionals improve patient communication and treatment adherence.
4. Explain different patient interaction styles (Analytical, Amiable, and Assertive). Discuss appropriate communication strategies for each patient type with suitable examples.
5. Describe Leventhal's Self-Regulation Model of illness perception. Explain how illness perception influences treatment adherence and recovery.
6. Define locus of control. Differentiate between internal and external locus of control with suitable examples. Discuss their importance in healthcare outcomes.
7. Explain the placebo effect and nocebo effect. Discuss their mechanisms, clinical significance, and ethical considerations in healthcare.
8. Discuss anxiety disorders, depression, and Somatic Symptom Disorder. Explain their clinical features and impact on patient management.
9. Describe the psychological factors affecting illness perception and recovery. Explain the role of illness perception, locus of control, and placebo/nocebo effects in patient outcomes.
10. Explain the coping strategies proposed by Lazarus and Folkman. Differentiate between problem-focused and emotion-focused coping with suitable examples.

Case-Based Learning Question (10 Marks)

A 16-year-old girl with asthma frequently skips her inhaler because she feels embarrassed to use it in front of her classmates. She has recently experienced worsening symptoms and multiple hospital visits.

Questions

1. Explain the patient's behavior using developmental psychology.
2. Identify the psychological factors affecting treatment adherence.
3. Suggest appropriate pharmacist interventions.

Answer

1 Explain the patient's behavior using developmental psychology

- The patient is in **adolescence**, a stage characterized by **identity formation** and **peer influence**.
- Fear of social embarrassment affects medication adherence.

2. Identify the psychological factors affecting treatment adherence

- Peer pressure
- Negative illness perception
- Concern about body image/social acceptance
- Emotional stress

3. Suggest appropriate pharmacist interventions

- Educate on correct inhaler use.
- Encourage confidence in disease management.
- Counsel regarding the importance of adherence.
- Discuss discreet inhaler use.
- Involve parents and teachers when appropriate.

Problem-Based Learning Question (10 Marks)

A **75-year-old woman** with hypertension, diabetes, and arthritis takes nine medicines daily. She often forgets doses and accidentally takes duplicate medicines.

Questions

1. Identify the healthcare problems.
2. Explain the psychological and behavioral factors involved.
3. Recommend pharmacist interventions.

Answer

1. Healthcare Problems

- Polypharmacy
- Medication errors
- Poor adherence
- Increased adverse drug reaction risk

2. Psychological Factors

- Memory decline
- Cognitive impairment
- Confusion
- Reduced confidence

3. Pharmacist Interventions

- Conduct medication review.
- Simplify the regimen.
- Use pill organizers.
- Prepare a medication chart.
- Counsel caregivers.
- Schedule regular follow-up.