



The Art of giving constructive feedback



As a dispensary manager, one of your key responsibilities is to ensure that your team performs at its best. A crucial part of this is giving constructive feedback, a skill that can make all the difference in creating a positive, productive dispensary. However, delivering feedback effectively is often easier said than done. It requires a balance of honesty, empathy, and tact to ensure that your message is both clear and motivating.

Why constructive feedback matters

Constructive feedback is essential for personal and professional growth. It helps your team members understand what they're doing well and where there's room for improvement. Without it, mistakes can be repeated, good work might go unrecognised, and opportunities for development can be missed. When done correctly, feedback can boost morale, enhance skills, and strengthen your team's overall performance.

However, giving feedback isn't just about pointing out mistakes, it's about guiding your team members towards better performance while maintaining their confidence and motivation.

Here's how you can do it effectively:

Prepare before you speak

Before delivering feedback, take the time to prepare. Think about what you want to say and how you want to say it. Consider the specific behaviour or issue you want to address and be ready to provide clear examples. It's important to focus on the behaviour or the outcome rather than making it personal.

Also, consider the timing and setting for your feedback. Choose a private and comfortable environment where your team member can feel at ease. Feedback given in public can be embarrassing and might not be received well. Similarly, avoid giving feedback when emotions are

running high - whether it's your own or theirs. A calm, neutral moment is best for these conversations.

Be clear and specific

When giving feedback, clarity is key. Vague comments like "You need to improve your performance" don't offer much guidance. Instead, be specific about what needs improvement. For example, if a team member is struggling with accuracy, you might say, "I've noticed that there have been a few errors in the prescription labels recently. Let's look at how we can reduce these mistakes."

Being specific helps the person understand exactly what the issue is and what actions they can take to address it. It also shows that you've paid attention to their work and are genuinely interested in helping them improve.

Balance the negative with the positive

Constructive feedback shouldn't be all about pointing out what's wrong. It's just as important to acknowledge what's going well. Start by highlighting something positive before addressing the area that needs improvement. This approach, often referred to as the "feedback sandwich" can make the conversation feel more balanced and less confrontational.

For instance, you might say, "You've been doing a great job managing the stock - our stock levels have been spot on lately. I've noticed, though, that there have been some delays in processing prescriptions. Let's talk about how we can speed that part up."

Ending on a positive note can also help maintain motivation. Reinforce your confidence in their ability to improve and contribute to the team's success.

Focus on solutions, not just problems

Constructive feedback should be forward-looking. It's not simply about highlighting what went wrong, but also about

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exploring how to make things better. Engage the team member in finding solutions by asking for their input. This approach not only empowers them but also helps you understand any underlying issues that might be affecting their performance.

For example, you could say, “I’ve noticed that there have been some mix-ups with prescriptions lately. What do you think is causing this? How can we improve the process?” This kind of dialogue encourages problem-solving and shows that you value their perspective.

Be empathetic and supportive

Empathy is crucial when giving feedback. Remember that your team members are human, and no one likes to hear criticism, even when it’s constructive. Approach the conversation with kindness and understanding. Acknowledge that everyone makes mistakes and that learning from them is a part of growth.

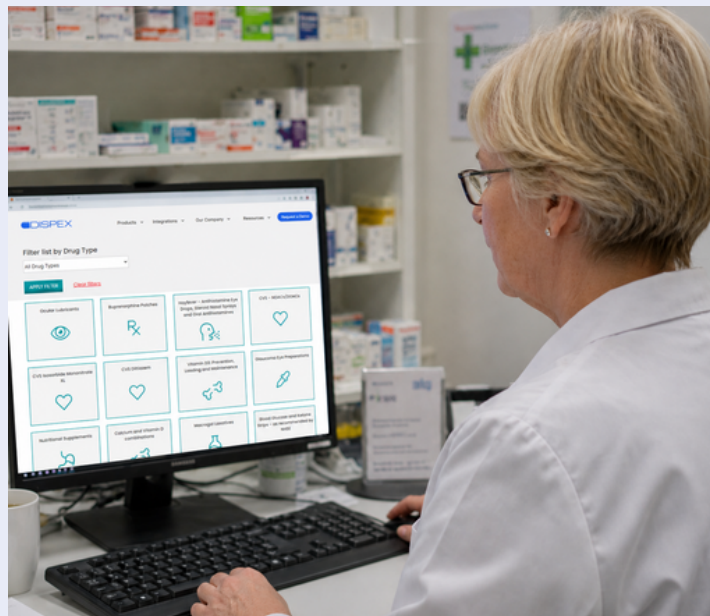
Let them know that you are there to support them. For example, you might say, “I know this role can be challenging, and it’s okay to make mistakes. Let’s work together to find a way to improve in this area.” This reassurance can help reduce defensiveness and encourage a more open and positive response to the feedback.

Follow Up

Feedback doesn’t end with the conversation. It’s important to follow up and see how the team member is progressing. This shows that you’re committed to their development and that you’re invested in seeing them succeed. A simple check-in a week or two later can make a big difference.

For example, you might say, “I just wanted to check-in and see how you’re doing with the changes we discussed. Have you noticed any improvements?” This follow-up also provides an opportunity to offer further support or adjust the approach if needed.

Giving constructive feedback is a vital part of managing a dispensary team. When done well, it can lead to significant improvements in both individual and team performance. By being clear, specific, and empathetic, and by focusing on solutions, you can ensure that your feedback is both effective and motivating. Remember, the goal of feedback is not just to point out what’s wrong, but to help your team grow and succeed.



Profitability Tools

Brand Comparisons

Dispex compares brands and generics across classes of medication. We have 34 different class comparisons, and these could be used to lay the foundations of a Dispensary friendly formulary – we have covered Respiratory, CVS, Diabetes, Women’s Health, Calcium and Vitamin D as well as Ocular Lubricants. Click [here](#) to access.

Generics Costing More Than Tariff

We provide an updated list of generics which cost more than the tariff reimbursement and what to do if you have dispensed this ever increasing list. Prices are updated regularly to take into account Concession prices. Each month, you should be able to reduce losses significantly by applying our Dispex solution to this growing problem. Click [here](#) to access.

The Dispex Nudger

Many of you have already started using the Dispex Nudger. If you haven’t explored it yet, it only takes a few minutes to see how it could benefit your practice.

Dispex knows that one of the biggest challenges for clinicians using a dispensary-friendly formulary is simply remembering all the details, like when to prescribe generically, when a brand is needed, and which brand to choose. That’s why we created the Dispex Nudger, a gentle pop-up reminder that appears during prescribing to highlight when a more dispensary-friendly option might be worth considering.

Members can login to [this](#) page to watch our “how to” EMIS video, we also have a guide for SystmOne. Click [here](#) to access.