

English for

PHARMACY AND PARAPHARMACY

1



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English for

PHARMACY AND PARAPHARMACY

1



	VOCABULARY	GRAMMAR
1. Customer Service at the Pharmacy	<ul style="list-style-type: none"> • Personality Adjectives 	<ul style="list-style-type: none"> • PRESENT SIMPLE • CONNECTORS OF SEQUENCE
2. The pharmacy premises	<ul style="list-style-type: none"> • Parts of the pharmacy • Pieces of furniture at the Pharmacy 	<ul style="list-style-type: none"> • PRESENT CONTINUOUS • PREPOSITIONS OF PLACE AND MOVEMENT
3. Pharmaceutical Care	<ul style="list-style-type: none"> • Pains and diseases • Symptoms and signs • Eating habits 	<ul style="list-style-type: none"> • PAST SIMPLE • QUANTIFIERS • ADVERBS OF MANNER, DEGREE AND COMMENT
4. Anatomy and Physiology	<ul style="list-style-type: none"> • The human body parts and organs • Joints and Joint movements • Muscles and motor activity • Action Verbs 	<ul style="list-style-type: none"> • PAST SIMPLE/ PAST CONTINUOUS • TIME EXPRESSIONS • SOME, ANY, NO
5. Prescription and Dispensation	<ul style="list-style-type: none"> • Medical instructions 	<ul style="list-style-type: none"> • PRESENT PERFECT • ADJECTIVES COMPARISON • CONNECTORS OF CAUSE
6. Master Formula Record (MFR)	<ul style="list-style-type: none"> • Lab actions • Lab equipment • Instructions for the preparation of a specific pharmaceutical product • Separations 	<ul style="list-style-type: none"> • WILL AND BE GOING TO • CONNECTORS OF RESULT
7. Marketing.	<ul style="list-style-type: none"> • Market Research and Marketing Strategies • Visual merchandising 	<ul style="list-style-type: none"> • CONDITIONAL SENTENCES • PASSIVE VOICE • CONNECTORS OF ADDITION
8. Dermopharmacy and Cosmetology Forms	<ul style="list-style-type: none"> • Skin layers • Types of skin • Skin lesions 	<ul style="list-style-type: none"> • MODAL VERBS • RELATIVE CLAUSES • CONNECTORS OF CONTRAST
9. Ordering pharmacy supplies	<ul style="list-style-type: none"> • Giving directions • Keeping track of deliveries • Digital Inventory terms • Warehouse stock management 	<ul style="list-style-type: none"> • INDIRECT SPEECH

READING	LISTENING	SPEAKING	WRITING
<ul style="list-style-type: none"> • Customer Service Tips • Care and respect. The basics for dealing with customers 	<ul style="list-style-type: none"> • Dealing with a customer complaint 	<ul style="list-style-type: none"> • Making customers feel comfortable 	<ul style="list-style-type: none"> • A day in the life of a pharmacy team
<ul style="list-style-type: none"> • Unveiling the power of Symbols • Cutting-Edge Advancements in Pharmacy Furniture Design 	<ul style="list-style-type: none"> • Renovations of a Pharmacy 	<ul style="list-style-type: none"> • Calling Home Insurance 	<ul style="list-style-type: none"> • Symbols
<ul style="list-style-type: none"> • Poisoning and adverse drug reaction • Rethinking Recreation: The Controversy of Legalizing and Regulating Recreational Drugs 	<ul style="list-style-type: none"> • Pains and solutions 	<ul style="list-style-type: none"> • Diseases and treatment 	<ul style="list-style-type: none"> • Health issue resolved
<ul style="list-style-type: none"> • Nature's Hierarchy: Exploring the Organism's Structure • The Science of Muscle Growth and Development 	<ul style="list-style-type: none"> • Postural hygiene tips 	<ul style="list-style-type: none"> • Doctor's speech 	<ul style="list-style-type: none"> • Scenario Depiction
<ul style="list-style-type: none"> • The Pharmacist's Role of deciphering and Crafting Medical Prescriptions • Prescription Drug Abuse: The Silent Epidemic 	<ul style="list-style-type: none"> • Medical leaflets enlightened 	<ul style="list-style-type: none"> • Computer applications 	<ul style="list-style-type: none"> • Prescription billing process
<ul style="list-style-type: none"> • The power of 'CE' (Conformity Marking) • Lab Automation Revolution: Paving the Way for Tomorrow's Science 	<ul style="list-style-type: none"> • Laboratory technician interview 	<ul style="list-style-type: none"> • Cleaning and sterilization techniques and procedures 	<ul style="list-style-type: none"> • Will we clean as we go?
<ul style="list-style-type: none"> • Mastering the Art of Influence: Disclosing the Impact of Internal and External Marketing on Corporate Image • Visual Merchandising 	<ul style="list-style-type: none"> • Analysing Diverse Advertisements: A Comparative Study 	<ul style="list-style-type: none"> • Advertising campaign • Advertise your product 	<ul style="list-style-type: none"> • The sales process
<ul style="list-style-type: none"> • Savebathing. The effects of solar radiation on the skin • Sun's Fury: Unveiling the Impact of UV Radiation on Skin Health 	<ul style="list-style-type: none"> • A day at the beach 	<ul style="list-style-type: none"> • Your daily skincare 	<ul style="list-style-type: none"> • Giving advice over the counter
<ul style="list-style-type: none"> • Decoding Success: The ABCs of Inventory Management Analysis • Eco-Friendly Inventory: Nurturing Sustainability in the Digital Age 	<ul style="list-style-type: none"> • Placing an order 	<ul style="list-style-type: none"> • Order preparation and receipt 	<ul style="list-style-type: none"> • Computer applications for warehouse management and control



UNIT 1

CUSTOMER SERVICE AT THE PHARMACY



1. Read these customer service tips and comment on the questions.

Providing excellent customer service in a pharmacy is essential for a patient care and the success of the business. Here are some key strategies to treat customers effectively in a pharmacy.

1. Be Friendly and Welcoming.

Greet customers with a friendly and welcoming attitude to make them feel comfortable and valued.

2. Protect Customer Privacy.

Adhere to laws and guidelines to ensure the privacy of customer's medical information.

3. Personalized Care.

Provide comprehensive medication consultations, proactive patient education, and tailored recommendations to enhance the customer experience.

4. Efficient Service.

Minimize waiting times by preparing prescriptions in advance for regular customers and being attentive to their needs.

5. Professionalism.

Always maintain a calm, courteous, and professional behavior when interacting with customers.

By implementing these strategies, pharmacies can improve customer satisfaction, promote medication adherence, and foster trust and loyalty among patients

Which of the previous strategies do you find easier to accomplish?

Have you ever noticed a pharmacy assistant using any of these strategies?

2. Listen to this dialogue between a Pharmacy Attendant and customer and underline the words that they use.

A: Hello, I'm looking for some over-the-counter **allergy / all of the** medication.

B: Of course, we have a **few / five** options. Do you have any specific preferences?

A: I **usually / frequently** use lorextadine. Do you have that?

B: Yes, we do. We have both the brand name/brand and the generic **version / vision**. The generic should be cheaper.

A: Great, I'll take the generic version then. Also, do you have any recommendations for a good **sunscreen / on screen**?

B: Sure, we have a wide range of sunscreens. Are you looking for something specific, like for sensitive **skin / skill** or for outdoor sports?

A: I need one that's water-resistant and suitable for sensitive skin.

B: I recommend this SPF 50 sunscreen from a reputable **brand / branch**. It's water-resistant and gentle on sensitive skin.

A: Perfect, I'll take that as well. Thank you for your help!

B: You're welcome. Is there **anything / something** else I can assist you with today?

A: No, that's **all / old**. Thank you again.

B: Have a **great / nice** day!

3. Decide if the sentences are true or false.

	T	F
1. The pharmacy has five options for over-the-counter allergy medication.		
2. The generic version of lorextadine is more expensive than the brand name.		
3. Tom is looking for a sunscreen suitable for sensitive skin and outdoor sports.		
4. The SPF 50 sunscreen recommended by the Pharmacy Attendant is water-resistant.		
5. Tom needed assistance with something else apart from the allergy medication and sunscreen.		

4. Practice the dialogue with a partner.



1. Match the words with their definitions.

- | | |
|------------------------|--|
| 1. Communication | A. The capacity to remain calm and understanding, especially when dealing with difficult customers. |
| 3. Positive attitude | B. Making customers feel invited and comfortable from the moment they arrive. |
| 4. Welcoming | C. The skill to identify issues and find appropriate solutions for customers. |
| 5. Empathy | D. The ability to address and resolve conflicts or disputes with customers in a professional manner. |
| 6. Conflict resolution | E. Maintaining a friendly and constructive approach with customers, even in challenging situations. |
| 7. Problem-solving | F. The ability to effectively convey information and listen to customers' needs. |
| 8. Time management: | G. The capability to understand and share the feelings of customers. |
| 9. Patience | H. Efficiently handling customer inquiries and resolving issues rapidly. |

2. Complete the sentences with the words in the box.

Professional Respectful Trustworthy Friendly Helpful Courteous Welcoming Empathetic Attentive

- The pharmacy staff were incredibly _____, always ready to greet customers with a smile and offer assistance with their medication needs.
- As a pharmacist, it's essential to be _____ and make sure every customer feels comfortable and attended to as soon as they enter the pharmacy.
- It's important to be _____ of customers' privacy and personal space, especially when discussing sensitive health information.
- Showing _____ understanding towards customers' concerns about their health can help build trust.
- A good pharmacy technician is always _____ to the needs of customers, ensuring they receive the right medications and information.
- The pharmacy staff is always _____, providing guidance and support to customers regarding their prescriptions and over-the-counter products.
- In a professional setting, it's crucial to maintain a _____ behavior, especially when discussing medical information and treatments.
- A _____ response to customer inquiries and concerns can ease anxieties and build a positive relationship.
- Customers need to feel that the pharmacy is _____ and can be relied upon to handle their health information with the utmost care.



My new words

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Listening time!



But before you listen, read a summary of what you are going to hear.

During a phone conversation, a customer expresses his dissatisfaction with the service they received at a pharmacy. They mention two main problems (waiting for a long time and the lack of privacy). The manager apologizes, assuring they will address the issues with the team. The customer hopes to see positive changes in the future. The manager thanks the customer and promises to work hard to regain their trust.



1. Answer the following questions according to the listening.

1. What was the customer dissatisfied with during her visit to the pharmacy?
2. When did the customer go to the pharmacy?
3. Why did the customer feel uncomfortable discussing additional concerns at the pharmacy?
4. Has the customer visited the pharmacy before?
5. Will she be visiting the pharmacy in the future?

2. Complete these expressions used in the audio.

1. I was extremely dissatisfied with the _____ I _____
2. but I felt like I was _____.
3. and I felt like I _____ talk _____.
4. I hope this is not the standard of _____ at _____ pharmacy
5. I appreciate your _____ to _____
6. If there's anything else you'd like to discuss, please _____ to reach out to _____

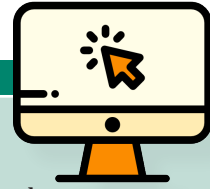


Listen to learn

While you listen take notes of all the relevant data you might need for your exercises.

Write also any word or expression you do not understand and the moment when it sounds in the audio.

BEGINNING	MIDDLE	END



Web Quest:

Work in pairs. Go on the internet and find some customer complaints at a pharmacy. Then prepare a short presentation for the rest of the class.

In this web quest, you will explore the various aspects of handling customer complaints effectively. You will investigate the importance of addressing customer concerns, strategies for resolving complaints, and the impact of positive customer service on business success.

You shall analyze real-life case studies or examples of successful and unsuccessful handling of customer complaints by businesses. Then identify the key factors that contribute to positive outcomes and the consequences of mishandling complaints.

Materials	You may use any presentation tool you require.
Time	The presentation should last 4 minutes approximately.
Peer assessment	You will then listen to you peers presentations and assess them.

KEY WORDS BOTTLES

For your presentation, you can bring only some key words or expressions in order to remember your speech. Remember they must fit in these four bottle labels.



ARE AND RESPECT.



The basics for dealing with customers

Treating customers in a pharmacy is a crucial aspect of the business. Here we will deal with some clues on how to treat customers in a pharmacy.

When working in a pharmacy, it is important to treat customers with care and respect.

In the pharmacy, it is essential to always be friendly and welcoming to customers. A friendly greeting as customers approach the counter often goes a long way towards making them feel comfortable and valued. By being openly helpful and ready to serve, the pharmacy regularly sends the message that it cares about the customers' well-being. For example, we always greet customers with a smile and a warm welcome. This helps them feel comfortable and valued.

We should also listen carefully to customers' questions and concerns. It is important to listen before we speak. We always listen carefully to what the customer is saying before we answer their questions.

Furthermore, it is important to always protect customer privacy. Protecting customer privacy is very important. We never share a customer's private medical information with anyone else. This is a rule that we always follow to keep our customers' information safe

The HIPAA (Health Insurance Portability and Accountability Act) law in the USA, for example, prohibits health service providers from revealing the medical information of the customers' privacy. This should be a standard practice in every interaction.

Additionally, it is beneficial to often learn customer names. Addressing customers by name helps them to feel like the pharmacy cares about getting to know them, which frequently encourages them to return in the future.

By following these simple rules and treating every customer with care and respect, we can make sure that they feel welcome and valued in our pharmacy.



1. Choose the correct option.

- How does the text suggest that being friendly and welcoming to customers in a pharmacy is important?
 - It allows the pharmacy to gather important customer feedback.
 - It increases the speed of service and efficiency in the pharmacy.
 - It helps to reduce the cost of medication for customers.
 - It helps to create a positive and comfortable environment for customers.
- What message does the pharmacy aim by being openly helpful and ready to serve?
 - The pharmacy aims to establish itself as the premier healthcare provider in the area.
 - The pharmacy aims to increase its profit margins and attract more customers.
 - The pharmacy aims to prioritize customer satisfaction and well-being.
 - The pharmacy aims to educate customers about the benefits of various medications.
- Why does the text emphasize the importance of listening carefully to customers' questions and concerns?
 - To ensure that the pharmacy staff can offer accurate and appropriate advice.
 - To reduce the amount of time customers spend in the pharmacy.
 - To identify potential business opportunities with customers.
 - To prioritize the convenience of the pharmacy staff over customer needs.
- According to the text, what is the importance of protecting customer privacy in a pharmacy?
 - It helps to increase the efficiency of the pharmacy's operations.
 - It allows the pharmacy to collect valuable customer data for marketing purposes.
 - It ensures that only authorized personnel can access customer information.
 - It helps to maintain trust between customers and the pharmacy.

2. Answer the following questions

1. Why is it important to always be friendly and welcoming to customers in a pharmacy? 1. _____

2. What message does the pharmacy aim to send by being openly helpful and ready to serve? 2. _____

3. Why is it emphasized in the text to listen carefully to customers' questions and concerns before providing answers? 3. _____

4. What is the importance of protecting customer privacy in a pharmacy? 4. _____

5. How does addressing customers by name contribute to their experience at the pharmacy? 5. _____

6. What role does the HIPAA law play in protecting customer privacy in the USA? 6. _____

7. What is the overall impact of following these rules on customer experience in the pharmacy? 7. _____

3. Match the vocabulary from the text with the correct definition.

- | | |
|-------------|--|
| 1. Pharmacy | Offering a friendly and welcoming message or action when meeting someone. |
| 2. Care | The state or condition of being free from unauthorized access or intrusion, especially concerning personal information or medical records. |
| 3. Respect | A place where medicines are prepared and sold, and where people can get advice about their health. |
| 4. Greeting | Being considerate, empathetic, and showing concern towards others. |
| 5. Privacy | Treating someone with admiration, respect, and recognizing their value. |

4. As you can see, in the text there are many sentences in the PRESENT SIMPLE tense.

- It is essential to...
- Customers approach the counter...
- The pharmacy regularly sends the message...
- We always listen carefully...
- We never share a customer's private medical information...
- A rule that we always follow...
- The HIPAA law in the USA prohibits health service providers from...

Can you find any other example?

Present simple

is used for the following purposes:

Habits and Routines:

Actions that are repeated regularly.

"I go to the gym every Monday."

Facts and Generalizations:

To state facts, truths, and generalizations.

"The sun rises in the east."

Scheduled Events:

For future events only when they are part of a timetable.

"The train leaves at 8:00 AM tomorrow."

1. These sentences are also in the PRESENT SIMPLE
Complete the sentences with adjectives described
in the chart on the right.

1. The pharmacist **is** _____ to all customers who come in for prescriptions.
2. The pharmacy staff **are** _____ towards each other and work well as a team.
3. She **shows** _____ understanding towards patients who are feeling unwell.
4. The pharmacy technician **pays** _____ attention to medication dosage when preparing prescriptions.
5. The pharmacy assistants **provide** _____ advice to customers about over-the-counter medications.
6. He **acts** in a _____ manner when interacting with healthcare professionals who visit the pharmacy.
7. The cashier **is** always _____ to customers waiting in line.
8. The pharmacy managers **prove** being _____ when handling confidential patient information.

2. Grammar Notions: Present Simple.

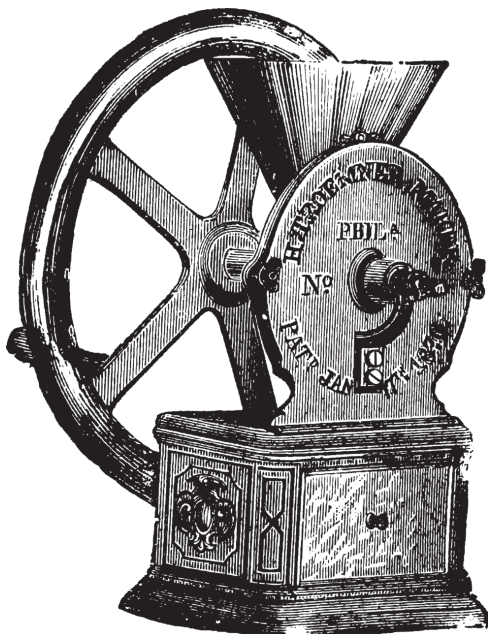
Have a look at the following examples of sentences expressed in PRESENT SIMPLE

+	We work at the pharmacy. She works at the pharmacy.
-	Doctors do not work on Sundays. This doctor does not give prescriptions.
?	Do you go to the doctor very often? Does your sister buy her pills at the pharmacy?

FRIENDLY	Creating a warm and approachable atmosphere for customers.
RESPECTFUL	Treating customers with consideration and respecting their privacy and personal space.
EMPATHETIC	Understanding and acknowledging customers' feelings and experiences.
ATTENTIVE	Being observant to customers' needs and concerns.
HELPFUL	Offering assistance and support to ensure customers have a positive experience.
PROFESSIONAL	Conducting interactions with customers in a courteous manner.
COURTEOUS	Demonstrating politeness and respect in all customer interactions.
TRUSTWORTHY	Establishing a sense of reliability and assurance in maintaining customer privacy and confidentiality.

3. Try to infer some grammar rules from the sentences in PRESENT SIMPLE on the left.

+	
-	
?	



1. Complete these sentences using the PRESENT SIMPLE

- The pharmacist (greet) _____ every customer with a warm smile.
- The pharmacy technician (check) _____ the inventory every morning.
- The cashier (handle) _____ transactions at the checkout counter.
- The pharmacy interns (assist) _____ the pharmacist with filling prescriptions.
- The pharmacy managers (ensure) _____ that all medications are stored properly.
- She (answer) _____ phone calls from patients with medication inquiries.
- We (restock) _____ the shelves with over-the-counter products.
- The pharmacy team (follow) _____ all safety protocols and guidelines.

2. Complete these sentences using the PRESENT SIMPLE

- The pharmacist (not / dispense) _____ medication without a valid prescription.
- The pharmacy technician (not / mix) _____ medications without proper training.
- The cashier (not / accept) _____ expired coupons at the checkout counter.
- The pharmacy intern (not / leave) _____ medications unattended on the counter.
- The pharmacy manager (not / allow) _____ unauthorized personnel in the medication storage area.
- The pharmacy staff (not / ignore) _____ safety protocols when handling hazardous substances.

My new words

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3. Complete these sentences using the PRESENT SIMPLE

- _____ the pharmacist (check) _____ the expiry dates of medications regularly?
- _____ the pharmacy technicians (assist) _____ in preparing compounded medications?
- _____ the cashier (handle) _____ insurance claims for prescription medications?
- _____ the pharmacy intern (verify) _____ the accuracy of medication labels before dispensing?
- _____ the pharmacy manager (check) _____ the inventory on a monthly basis?
- _____ the pharmacy staff (inform) _____ customers about potential drug interactions when dispensing medications?

4. Write PRESENT SIMPLE sentences using at least one word from each column AND BECAUSE OR BUT.

PHARMACISTS	PROFESSIONAL	REMEMBER
THE STAFF	RESPECTFUL	HELP
SHARON	HELPFUL	DO
THE MANAGERS	TRUSTWORTHY	SPEAK
THE CASHIER	COURTEOUS	KEEP
MY FRIENDS	ATTENTIVE	KNOW
HE	EMPATHETIC	SMILE
MY TEAM	FRIENDLY	ACT

Example: **Pharmacists** are **professional** because they **remember** you names when you are a regular customer.

- _____
- _____
- _____
- _____
- _____

Writing Time!

Task Title:

"A Day in the Life of a Pharmacy Team"

Task Description:

Imagine you are a member of a pharmacy team. Write a diary entry describing a typical day in the pharmacy using the present simple tense. Include details about the tasks you and your colleagues perform, interactions with customers, and the importance of accuracy and professionalism in the pharmacy setting. Be sure to use the present simple tense to describe routine activities and responsibilities.

Sample Prompts:

- What time do you arrive at the pharmacy?
- What tasks do you perform throughout the day?
- How do you interact with customers and colleagues?
- Why is attention to detail and accuracy crucial in a pharmacy?
- How do you ensure the pharmacy operates smoothly and efficiently?

Have a look at the example provided on next page if you run out of ideas



role - play

Now we will divide the class into pairs, one student will be the pharmacist and the other the customer.

Each pair will act out a scenario where the customer visits the pharmacy to buy medicine or ask for advice.

You can use the dialogue template already studied in class to guide your conversation, such as:

Customer: "Hello, I need some medicine for a headache."

Pharmacist: "Sure, I recommend taking this pill. It will make you feel better." (...)

Act out different scenarios and switch roles, enhance your teamwork and communication in English.

Speaking Time!



+

List three ways to make customers feel comfortable and valued in a pharmacy.

++

Summarize the importance of listening carefully to customers' questions and concerns in a pharmacy.

+++

Formulate a plan to improve customer service in a pharmacy based on the given guidelines. Once you do that, create a training program for pharmacy staff to enhance customer service based on the provided principles.



Key words



“A Day in the Life of a Pharmacy Team”

Dear Diary,

Today was another busy day at the pharmacy! As a pharmacist, my daily routine revolves around helping patients and ensuring they receive the right medications. Let me tell you all about it!

First thing in the morning, I arrive at the pharmacy and start preparing for the day. I check the inventory to make sure we have enough medicines and supplies for our patients. It’s crucial to have everything in stock, as people rely on us for their healthcare needs.

Next, I review any new prescriptions that have come in overnight. Doctors often send electronic prescriptions directly to our pharmacy, so I need to verify the details accurately. This includes checking the dosage, medication interactions, and ensuring the prescription is suitable for the patient’s condition.

Once I have reviewed the prescriptions, I begin the process of dispensing the medications. This involves counting pills, measuring liquids, and carefully packaging them with proper instructions. It’s essential to be meticulous and double-check everything to avoid any errors.

Throughout the day, I assist patients at the counter. Some may have questions about their medications, such as possible side effects or how to take them. I provide them with the necessary information and offer advice on managing their healthcare.

In addition to dispensing medications, **I also** conduct medication reviews. This involves sitting down with patients to discuss their current medications, any potential interactions, and ensuring they are taking them correctly.

Towards the end of the day, I perform inventory checks again to ensure we have enough stock for the next day. **I also** tidy up the pharmacy to maintain a clean and organized workspace.

Finally, I finish my day by documenting everything in the pharmacy records. This documentation helps track inventory, monitor patients’ medications, and provide valuable information for future reference.

It’s fulfilling to know that my daily routine contributes to the well-being of our patients and the community.

See you tomorrow,

Sarah Stuarts

You may want to use some sequencing words and connectors to improve your writing skills. Sequencing words are used to show the order in which events occur. They are helpful for organizing events, processes, or steps in a story, essay, or any piece of writing. Here are some common sequencing words.

Chronological	Temporal	Transitional
<i>First, second, third</i>	<i>Before</i>	<i>In the meantime</i>
<i>Then</i>	<i>During</i>	<i>Consequently</i>
<i>Next</i>	<i>While</i>	<i>In conclusion</i>
<i>After</i>	<i>Until</i>	<i>Additionally</i>
<i>Finally</i>		<i>Moreover</i>
<i>Meanwhile</i>		
<i>Subsequently</i>		
<i>After</i>		