

REVIEW

From: Prof. Valentina Boyanova Petkova-Dimitrova Ph.D., Vice-Rector for Science and Accreditation, Medical University - Sofia, member of the scientific jury, included by Order R-109-173 of 23.04.2021. of the Rector of the Medical University - Varna

About

Competition: "Professor" in the field of higher education "3. Social, economic and legal sciences, professional field 3.7. Administration and management, in the scientific specialty "organization and management outside the field of material production" at MU-Varna, Medical College, specialty "Assistant Pharmacist", according to an announcement in the State Gazette, issue 17 /26.02.2021

The only candidate is Assoc. Prof. Antoaneta Zdravkova Tsvetkova, Ph.D. - Manager Medical College-Varna, MU-Varna

Biographical data

Associate Professor Antoaneta Zdravkova Tsvetkova, Ph.D. was born in 1971 She is a graduate of ESPU "V. Levski ", Shumen. In 1992 she successfully graduated from the Medical College of the Medical University - Varna, as a bachelor in Health Management. In 2008 acquired a master's degree in Health Management at MU-Varna, and in 2021. She also obtained a master's degree as a "Health Technology Expert" at MU-Sofia. 2015 successfully defended her dissertation on the topic: Social and pharmaco-economic aspects of the use of over-the-counter drugs and acquired the PhD degree in the scientific specialty "Organization and management outside the field of material production."

Her career began as a pharmacist at the Naval Hospital - Varna. After that she worked as a dealer in the hospital market sales at the Sanita-Trading warehouse, she worked in pharmacies "Medicus", "Galantus". She was a part-time lecturer at MU-Varna for 1 year. In the period 2010 - 2021 he

successively held the positions of assistant, doctor, associate professor, full-time doctoral student at the Department of Health Economics, specialty "Health Economics". Since 2010 After a competition she was appointed assistant, head of UNS "Assistant Pharmacist" at the Medical College, MU-Varna, where she still works. In 2015 she was elected "Associate Professor" in the specialty: "Organization and management outside the field of material production (by branches and sub-branches" Healthcare ")". She currently holds the position of Manager of the Medical College at MU - Varna.

Her rich career is the basis for her rich creative activity, as it gives her access to all aspects of the pharmaceutical profession, which at a later stage to include in their research.

General description of the presented materials:

The review of the submitted documents shows that the procedure for opening and announcing the competition has been followed, the documents have been submitted in accordance with the requirements of the Regulations for development of the academic staff of MU-Varna.

From the academic reference of Assoc. Prof. Antoaneta Tsvetkova, Ph.D. regarding the publications, citations and scientific profiles of the scientometric indicators for holding the academic position of professor can be seen:

Total number of articles - 85, for doctor - 4, for associate professor - 61., for professor - 20, two monographs, one book. Publications with IF 2 (IF 9,733), articles referenced and indexed in world-famous databases SJR 8, 36 - in international scientific journals, 34 - in Bulgarian, h-index 5. List of citations covering the minimum requirements for academic position "professor" total number of points - 120 (100 required minimum).

She participates in the competition for professor with:

A1. Dissertation thesis for obtaining an educational and scientific degree "Doctor" Social and pharmaco-economic aspects of the use of over-the-counter drugs. MU-Varna; 2015

B3. Habilitation work - monograph. "Regional health policy-assessment and opportunities for optimization. Promotion of policies of the Municipality of Varna related to the health of its residents for the period 2015-2019. [monograph]. Varna: MU-Varna; 2021. 145 pp. ISBN: 978-619-221-312-1. "

D5. Published book on the basis of a defended dissertation for awarding the ONS "Doctor" or for awarding the NS "Doctor of Sciences" "OTC medicinal products - market, aspects of use, user profile - [dissertation book]. Varna: MU-Varna; 2021. 186 pp. ISBN: 978-619-221-311-4. "

D6. Articles and reports published in scientific journals, referenced and indexed in world-famous databases with scientific information Articles and reports published in scientific journals, non-refereed journals with scientific review - 5 pcs

D7. Articles and reports published in non-refereed journals with scientific review or published in edited collective volumes - 10pcs

The presented materials cover the required minimum of (200 points) - 205 points

In the articles in the competition for professors he is an independent author - 3., First author - 6., Co-author - 6. According to the attached reference, 5 of the articles are in (WOS) and cover the requirements of MU-Varna, the points in column D should be 200 and 50 of them should be from scientific publications, referenced and indexed in world-famous databases, the candidate on this indicator

E. List of citations covering the minimum requirements for holding the academic position of "professor" total number of points-120 (at 100 points required minimum)

Contributions in the field of Health Technology Assessment

The presented scientific papers in the field of "Health Technology Assessment" are dedicated to a very current issue in modern health care, namely how the health care system is affected by new health technologies and what measures it takes to ensure patients' access to them by building appropriate mechanisms at the political level. Modern healthcare is impossible without new technologies in all its aspects. They help doctors with the correct diagnosis, patients with medication, treatment and health care in general by introducing new methods of treatment that

save money, time and improve the quality of life. For this reason, the study of the place and the need to support the introduction of new technologies in health care is important for building municipal policy. The author examines the impact of new technologies on socially significant diseases, such as diabetes, breast cancer and new medical devices. These studies are within the municipality of Varna as part of the municipal health policy. For this reason, publications have not only theoretical but also practical significance. The issue of the assessment of health technologies as a part of the state policy, as well as as a part of the municipal one has been studied. Health technology assessment is an issue on which there are a number of European projects to date, including a draft Joint Assessment Directive. The involvement of the regional authorities in this process will enrich the point of view in such assessments, which is an innovation in the understanding in Bulgaria and is an indisputable contribution of the publications in this field. The results of the author's research in the field of diabetes, breast cancer in the municipality of Varna are presented, as the frequency of the disease, the used medicines and the funds paid by the RHIF are examined.

Scientific papers in this field according to the attached reference are №№G6-3, G6-4, G7-9.

Contributions in the field of "Management and development of Pharmaceutical Care"

Knowing the various aspects of drug use leads to minimizing the risks of it, increasing the positive economic effects on the system and providing quality pharmaceutical care. The publications on the topic confirm that the knowledge and skills of pharmacists have been used to analyze and evaluate the effects of macro-level decisions that affect the patient in the field of pharmacy, as part of healthcare. They confirm the concept of FIP "Pharmaceutical Care" as increasingly necessary for the better treatment of the Bulgarian patient, which in addition to improving the quality and duration of life has a beneficial effect on the health budget by saving significant funds. The safety of drug therapy is a global issue and many countries place it at the top of their national health priorities. Research in this area has shown that pharmaceutical care can reduce both the number of errors and the costs they cause. They highlight the leading role of pharmacists in promoting patient safety at the individual level, as well as at the organizational and political level.

Scientific papers in this field according to the attached reference are №№ G6-1,2; G7-1,2; G7-4

Contributions in the field of "Marketing of OTC medicinal products"

International processes and general trends in the pharmaceutical sector also reflect on changes in the pharmaceutical market and on the user profile. This necessitates to analyze the trends and to outline the more significant characteristics of the changing status and profile of the modern consumer in the conditions of competitive market environment in the drug supply and drug service in our country.

Scientific publications in this field confirm global trends:

- -The growth of the global market of OTC, functional foods and nutritional supplements is also due to increasing awareness of preventive health care in the daily lives of modern consumers, as greater consumption of this category of products is accompanied by easy access as OTC products.
- The use of OTC is determined by socio-medical, economic and organizational factors. In the process of realization of OTC products, on the volume of sales the decisive place is occupied by the advertisement in all its forms.
- The derived characteristics of OTC users are helpful for managers of pharmacies, pharmacy warehouses, pharmaceutical offices for the development of advertising and promotional campaigns for OTC products.
- There are some differences in patients' attitudes towards self-medication and demographics compared to OTC users in other EU countries.
- An algorithm of therapeutic behavior in patients with chronic non-communicable disease (AR) dissection analysis has been developed, through which it is possible to achieve control in properly selected OTC AH and lead to savings for patients and health and insurance institutions.

Scientific papers in this field according to the attached reference are with №№ D5; D7-3; D7-5; dD-10; additional articles-2

Contributions in the field of Health System Analysis and Regional Health Policy

A problem in the implementation of municipal policies is the lack of a national methodology for assessing the impact of public policies on health. There is a lack of a methodological framework

through which evidence of the health effects of various environmental factors can be clearly formulated and examined. An analysis of the legislative regulation in the field of healthcare at national and local level has been carried out in accordance with the EU directives in the field of decentralization of the activities of the central government, regulating the rights and obligations of local authorities. The conclusions, analyzes and recommendations are valuable due to the fact that they are made on the basis of direct research for the period 2015-2019 with a view to the real activity and the results of the planned and conducted social, preventive, health projects by the author. The analysis of health policies and their results are beneficial not only for the Municipality of Varna, but also for other municipalities, given the fact that the tasks, funding mechanisms and national programs discussed in the research papers are the same and that they are all subordinated of the unified health strategy of the Republic of Bulgaria, synchronized with that of the European Union. The idea that prevention programs are a mechanism for improving access to health services is confirmed. Based on the analysis and evaluation, concrete proposals have been argued and the author's ideas for improving the reform have been defended:

- Increasing the health culture of the population through the collaboration between the local government and the universities on the territory of the city and the more active participation of the citizens would lead to an increase of its health status.
- It is necessary to adopt and approve methods for evaluation of what has been done so far by the local government in the "Health" function, for correct reporting of the results, to outline the trends and to determine future actions.
- It is necessary to build a systematic approach to conducting preventive health programs as part of the Regional Health Policy.
- At the local level, it is necessary to create an integrated approach to the prevention of non-communicable diseases and deepening health inequalities.
- Mechanisms are needed to improve the interaction and coordination between the municipalities and the bodies of the Ministry of Health.

Scientific papers in this field, according to the attached reference are with №№ B.3, D6-4, D6-5, D7-7, D7-8, additional article-3

Participation in projects (indicator E - required minimum (100 points)) provided materials 208 points.

Assoc. Prof. Tsvetkova participates in two national scientific and educational projects, and in two international scientific and / or educational projects, respectively she is an academic mentor in a national scientific and / or educational project - 2 pcs. And she has two participations in the management of an international scientific and / or educational project - 2 pcs. She is a co-author of one textbook and two textbooks.

She is the mantor of three graduates and is also the supervisor of two doctoral students.

1. Stanila Seryozheva Stoeva, Master of Pharmacy, defended a dissertation on "New aspects in the liquid chromatographic analysis of Capecitabine in samples of biological and non-biological origin.

2. Stanislava Georgieva, Master of Pharmacy, dissertation on "Characteristics of acute drug poisoning in the Varna region for a period of 30 years"

Teaching activity:

From the attached reference for the study load of Assoc. Prof. A. Tsvetkova, it is clear that she has over 10 years of teaching experience at MU-Varna, having the required number of hours. For the period from 2010 to the present she has taught in the master's program in the discipline "Pharmacoeconomics" of FF - Varna, lectures and exercises in the master's program Pharmaceutical Management of PHC of MU Varna in the discipline "Applied aspects of economic theory in the health and pharmaceutical sector" , "Organization of work and care for over-the-counter drugs", lectures and exercises in the disciplines "Social Pharmacy and Pharmaceutical Legislation" "Medical Devices" in Varna, head of the undergraduate internship of assistant pharmacists and internships in Varna. She has participated in state examination commissions in the specialty "Health Economics", and in working committees of the NCPHA on Health Technology Assessment for the period 2017-2019.

She has active scientific accounts in: Google Scholar, ResearchGate, ORCID; PUBLONS.

Participation in scientific conferences 2015-2021. For the period the candidate has participated in over 30 scientific forums in ten with full-text reports in Bulgarian scientific forums, 12 with international participation, 8 international.

She is a member of: the European Partnership Network of the WHO "Regions for Health", BSSPH (Bulgarian Scientific Society of Public Health), the Bulgarian Association of Pharmacoeconomics (ISPOR Bulgarian Chapter), the Bulgarian Association of Sleep Apnea and Snoring, the International Black Sea Otolaryngology and Neurotology Association, Bulgarian Academy of Sleep Medicine,

Conclusion

From the analysis of scientific works, scientific activity, teaching, scientific contributions and evidence for them, it can be concluded that Associate Professor Antoaneta Tsvetkova, Ph.D. meets all the criteria for awarding the scientific title "Professor". She is a well-built and valuable teacher, a scientist with extensive experience, who can serve for scientific research and training of young people in the field of social medicine and pharmacy. She fully covers the requirements for holding the academic position of "professor", in accordance with the Law on the Terms and Conditions for the conditions and procedure for acquiring scientific degrees and holding academic positions at the Medical University, Varna.

Based on all the above facts, documents and circumstances, I would like to recommend to the esteemed jury to choose a professor in the field of higher education. "3. Social, economic and legal sciences, professional field 3.7. Administration and management, in the scientific specialty "Organization and management outside the field of material production" at MU-Varna, Medical College, UNS "Assistant Pharmacist", Associate Professor Antoaneta Zdravkova Tsvetkova, Ph.D.

12.05.2021

Sofia

REVIEWER:

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