

STATEMENT OF OPINION

From Prof. Snezhanka Kostadinova Ovcharova, PhD

Varna Free University “Chernorizets Hrabar”, Faculty “International Economics and Administration”, member of Scientific Jury in accordance with Order № P-109-173/ 23.04.2021 of the Rector of the Medical University of Varna

Re: Competition: Academic Position "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 sphere of material production", announced for the needs of Training Sector "Assistant Pharmacist" to the Medical College, MU-Varna.

I. Competition information: The competition was announced in the State Gazette, issue no. 17/26.02.2021 according to Order R-109-173 from 23.04.2021 of the Rector of the Medical University of Varna. One candidate applied and was admitted to the competition - Assoc. Prof. Antoaneta Zdravkova Tsvetkova, Ph.D. The candidate submitted all the required documents according to the requirements of Law on the Development of the Academic Staff in the Republic of Bulgaria, the regulations for its implementation and the Regulations for the Development of the Academic Staff at MU-Varna.

II. Brief information about the candidate for the competition

The candidate Assoc. Prof. Antoaneta Tsvetkova is Master in Healthcare Management in the Medical University of Varna (2007/2008), specialisation “Health Economics” and Master in “Expert of Health Technologies” (2020/2021) in the Medical University of Sofia. She acquired the educational and scientific degree “Doctor” in the scientific specialty "Organization and management outside the field of material production” with her dissertation thesis "Social and pharmaco-economic aspects of the use of over-the-counter drugs" (2015). Currently, she has been working as an associate professor and director of the Medical College – Varna.

The candidate is a member of prestigious national and international organisations in the field of healthcare.

It is worth of note that along with her scientific and teaching activities Assoc. Prof. Antoaneta Tsvetkova takes part in permanent and temporary commissions to the Municipality of Varna: Permanent Commission “Health Care”, Permanent Commission “Youth Activities and Sports”, Permanent Commission “Science and Education”.

III. Assessment of the scientific research and the scientific applied activities of the candidate

Assoc. Prof. Antoaneta Tsvetkova, PhD, has published monograph entitled “*Regional health policy - assessment and opportunities for optimization. Promotion of policies of the municipality of Varna related to the residents’ health for the period 2015-2019*“, 145 pages, 2021, ISBN 978-619-221-312-1, with content differing from the topic of her habilitation work for the position of “Associate professor” and the book based on the defended dissertation thesis for the conferring of the educational and scientific degree “PhD”. For the competition the candidate has also included a list of 5 articles, published in scientific journals, peer-reviewed and indexed in world famous data bases with scientific information (WOS) and 10 articles and reports in non peer-reviewed journals with scientific reviewing or in edited collective volumes. Most of the publications are in English language. The author’s achievements have found response in the academic community through the

attached list with citations as follows: 8 citations in peer-reviewed journals, indexed in world famous data bases with scientific information.

The candidate's active scientific profiles are available in: Google Scholar, ResearchGate, ORCID; PUBLONS. Her h-index: 5.

Assoc. Prof. Antoaneta Tsvetkova has participated in 3 national and 4 international projects as an expert, consultant, academic mentor and member of a scientific jury.

From the above, it becomes evident that the candidate Assoc. Prof. A. Tsvetkova meets the quantitative and qualitative requirements for "Professor" in accordance with Law on the Development of the Academic Staff in the Republic of Bulgaria (Art. 2b, &5) and the regulations for its implementation (Art.1a, &2-3) as well as the requirements of MU-Varna, according to which the total sum of all the headings is **684,24**.

IV. Assessment of the candidate's teaching and training activities

The candidate Assoc. Prof. A. Tsvetkova has been employed on a full time contract for 9 years and 6 months and 9 months on a part-time contract (in the academic year 2010/2011). After having successfully passed a competition in September 2011 she was appointed at the Medical University of Varna, in the Medical College, in the position of "assistant professor", Head of the Training Sector "Assistant Pharmacist". She has been working for eight years as Head of the Training Sector "Assistant Pharmacist" and has organized the training process. Currently, she is Director of the Medical College, participates in the programme council and is a member of the College Council. Member of the organizing committee of the annual scientific conference of the Medical College – Varna.

The teaching activities include, lectures and seminars in the Master's programme "Pharmaceutical Management" at the Faculty of Pharmacy of MU – Varna in the disciplines "Applied Aspects of Economic Theory in the Healthcare and Pharmaceutical Sectors" and "Organisation of Work and Care in Over-the-counter Drug Products", lectures and seminars in the disciplines "Social Pharmacy and Pharmaceutical Legislation", "Medical Devices" at the Medical College of Varna, and seminars in the Master's programme in pharmacy in the discipline "Pharmacoeconomics" at the Faculty of Pharmacy at Varna Medical University. Assoc. Prof. A. Tsvetkova is also supervisor of pre-graduation internship of assistant pharmacists at the Medical College of Varna.

The candidate has two PhD students under her supervision, one of whom has already acquired the educational and scientific degree "Doctor" and the other one is expecting the thesis defense.

In sum, I am of the opinion that Assoc. Prof. A. Tsvetkova, PhD, possesses the required teaching experience, she has designed syllabi and teaching materials, has the necessary workload and is ready to occupy the academic position "Professor" according to the announced competition.

V. Summary of the candidate's contributions

5.1 Contributions in the field "Assessment of Health Technologies"

1) Current issues of modern healthcare are examined, namely, the impact of the new health technologies on the healthcare system, measures are defined for the provision of patients' access to them, through the establishment of suitable mechanisms at political level. Modern healthcare is unthinkable without the new technologies in all its aspects. They help physicians in making the correct diagnosis, the patients in taking their drugs, treatment and health care in general, introducing new treatment methods reducing the cost, saving time and improving the quality of life.

- 2) A municipal policy is developed in healthcare, based on a study on the impact of the new technologies on the socially significant diseases, such as diabetes, cancer of the mammary gland and the new medical devices.
- 3) The issue is examined of the assessment of the health technologies as part of the state and of municipal policy. The assessment of the health technologies is a topic, on which there is a number of European projects to the moment, including a project for a directive for a unified assessment. The inclusion of the regional authorities in this process has been recommended, thereby enriching the ways of assessment and the introduction of a new understanding under the Bulgarian conditions.
- 4) Studies have been conducted in the field of diabetes and cancer of the mammary gland in the Municipality of Varna, drawing conclusions about the incidence of the diseases, the drug use and the costs paid by the Regional Health Insurance Fund.

The scientific work in this field according to the attached references D6-3, D6-4, D7-9.

5.2 Contributions in the field of “Management and Development of Pharmaceutical Care”

- 1) It has been found that the knowledge and skills of pharmacists are necessary for the analysis and evaluation of the effectiveness of macro-level decisions affecting the patient in the field of pharmacy, as part of healthcare. The concept of FIP "Pharmaceutical Care" has been confirmed 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.
- 2) It has been shown that pharmaceutical care can reduce both the number of errors and the costs incurred by them. The leading role of pharmacists in ensuring patient safety at individual level, as well as at organizational and political level is highlighted. The safety of drug therapy is a global issue and many countries place it at the top of their national health priorities.

Scientific works in the field according to the attached reference D6-1,2; D7-1,2; D7-4.

5.3. Contributions in the field of “Marketing of the OTC Medical Products”

- 3) The general tendencies in the pharmaceutical sector are analyzed and established, which reflect both the changes in the market of the pharmaceutical product and the profile of the consumer. The more significant characteristics of the changing status and profile of the modern consumer in conditions of competitive market environment in the drug supply and drug service in our country are outlined.
- 4) It was found that 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 to OTC products.
- 5) Socio-medical, economic and organizational factors for the use of OTC are derived. It was pointed out that advertising in all its forms, in the process of realization of OTC products and the volume of sales are important.
- 6) Characteristics of OTC users are presented to help managers of pharmacies, pharmacy warehouses, pharmaceutical agencies to develop advertising and promotional campaigns for OTC products.
- 7) Certain differences are outlined in patients' attitudes towards self-medication and the demographic characteristics of patients compared to OTC users in other EU countries.
- 8) An algorithm has been developed of therapeutic behavior in patients with chronic non-communicable disease (AR) dissection analysis, through which it is possible to achieve control in properly selected OTC AH and to lead to savings for patients and health and insurance institutions.

Scientific works in the field according to the attached reference: D5; D7-3; D7-5; D7-10; additional articles - 2.

5.4. Contributions in the field “Analysis of the Health System and the Regional Health Policy”

- 1) It has been found that there is no methodological framework through which the evidence for the health effects of various environmental factors can be clearly formulated and examined. The problem in the implementation of municipal policies has been identified - the lack of national methodology for assessing the impact of public policies on health.
- 2) 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 liabilities of local authorities. Conclusions, analyzes and recommendations are made on the basis of direct research for the period 2015-2019 in accordance with the real activity and the results of the social, preventive, health projects, planned and conducted by the author.
- 3) The analysis of health policies and their results are beneficial not only for the Municipality of Varna, but also for other municipalities, taking into account the fact that the tasks, funding mechanisms and national programs discussed in the research papers are the same and that all they are subordinated to 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.
- 4) On the basis of the analysis and evaluation, concrete proposals have been proposed and the author's ideas for improving the reform are defended:
 - Improving the health culture of the population through cooperation 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 the work done so far by the local government in the function "Healthcare", for correct reporting of the results, to outline the trends and determine the future actions;
 - It is necessary to build a systematic approach to conducting preventive health programs as part of the Regional Health Policy;
 - At 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 works in the field according to the attached reference: C.3, D6-4, D6-5, D7-7, D7-8, additional articles -3.

VI. Critical remarks and recommendations

It is an indisputable fact that Assoc. Prof. A. Tsvetkova, Ph.D. is a researcher with a variety of interests, successfully illustrated by the papers proposed for review. As recommendations I can offer to the candidate:

- in the future scientific activity to develop independent studies on the researched problems;
- to organize scientific-applied forums for discussion on the problems in the healthcare.

VII. Conclusion

I consider that the works presented by Assoc. Prof. Antoaneta Tsvetkova contain scientific and applied contributions and correspond to the profile of the competition announced by the Medical

University of Varna. The achieved scientometric indicators, the problem orientation and the topicality of the scientific production give me a reason to vote positively, Assoc. Prof. Antoaneta Tsvetkova, Ph.D. in the specialty "Organization and management outside the sphere of material production", professional field 3.7 "Administration and management", in scientific field 3. Social, economic and legal sciences.

27.05.2021
Varna

Reviewer:
/Prof. Snezhanka Ovcharova, PhD/