

## OPINION

by Ass.prof.Svetla Mihailova Shopova, Ph.D  
Professional direction 7.4. "Public Health", scientific specialty "Social Medicine and Organization of Healthcare and Pharmacy"  
Faculty of Public Health and Health Care at the University "Prof. Dr. Asen Zlatarov", Burgas,  
member of the scientific jury, according to Order No. RD - 81/01.03.2024 of the Rector of the University "Prof. Dr. Asen Zlatarov" - Burgas

**Regarding:** Participation in the competition for the occupation of the academic position "Associate Professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public health, scientific specialty "Social medicine and organization of health care and pharmacy", University "Prof. Dr. Asen Zlatarov" - Burgas, announced in the State Gazette, No. 1 of 02.01.2024 for the needs of the Department "Organization and Management of Health Care", at the Health Care Institute at the University "Prof. Dr. Asen Zlatarov" - Burgas.  
One candidate participated and was admitted to the announced competition:  
Chief Assistant Dr. Vanya Bozhidarova Georgieva, MD

The candidate has submitted all the necessary documents for participation in the competition, corresponding to the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Rules for its Application and the Rules for the Development of the Academic Staff at the University "Prof. Dr. Asen Zlatarov" - Burgas.

### I. Analysis of the candidate's career profile

Vanya Bozhidarova Georgieva, assistant professor, was born in Sofia in 1978. She completed her master's degree in Medicine, specialization: Neurosurgery, DIPLOMA No. 012382, series AC /01.01.2009 at Medical University - Sofia. In 2007, he graduated from the Medical University in the Faculty of Public Health, master's program "Public Health and Health Management". In 2016, he acquired the ONS "Doctor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public health, scientific specialty "Social medicine and organization of health care and pharmacy" Dissertation work on the topic: "Pharmacoeconomic evaluation of surgical and endovascular treatment of brain aneurysms", defended on 08.11.2016.

His professional career as a teacher began in 2001 as a teacher of cosmetics and cosmetic care at the Top Beauty Professional Training Center in Sofia. In 2022, she was appointed as the main assistant at the Department of "Organization and Management of Health Care" at the Health Care Institute at the University "Prof. Dr. As. Zlatarov" and teaches in disciplines such as: Pharmacoeconomics, Theory of Organizations, Financial Management of Healthcare, Medical Ethics and Deontology, General and Medical Sociology. He has been actively working as a neurosurgeon since 2009. Over the years, she has completed numerous post-graduate trainings in the field of microsurgery and interventional neuroradiology. He speaks English and German. Has very good communication and digital skills. He is a member of the Bulgarian Medical Union, the Bulgarian Neurosurgery Society and the Bulgarian Stroke Society.



## **II. General description of the submitted materials for the competition**

For participation in the competition ch. assistant professor Vanya Bozhidarova Georgieva, PhD, presents a scientific production that exceeds in terms of volume and quality the minimum required scientometric indicators for "Associate Professor" according to the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov" - Burgas.

In the current competition, the candidate participated with a total of 42 scientific works. Of which 35 publications - 5 independent and 30 co-authored /in 15 of them as the first author/, 23 in English, including 10 publications and reports published in scientific publications, refereed and indexed in world-renowned databases of scientific information; and 25 publications and reports published in non-refereed peer-reviewed journals. One independent monograph, one book on a defended dissertation work, three collective monographs and one university textbook on medical-ethical cases.

## **III. Assessment of the candidate's scientific works for the overall academic development**

Chief Assistant Dr. Vanya Bozhidarova Georgieva has presented comprehensive evidentiary material containing detailed lists, references, summaries and full-text copies of scientific works, certificates, citation references, declarations of co-authorship. The presented materials contain the necessary information to carry out a quantitative and qualitative assessment of her overall academic development. The works presented are in the field and the issues of the competition - professional direction 7.4. Public health, scientific specialty "Social medicine and organization of health care and pharmacy".

A habilitation work, a monograph: Marketing for pharmacists in the provision of pharmaceutical services in pharmacies, a monograph based on a protected dissertation work: Pharmaco-economic evaluation of the surgical and endovascular treatment of brain aneurysms, three collective monographs as well as a study guide: "Medicoethical and deontological cases" are presented. A Practical Guide for Students of Public Health and Health Care'.

The candidate fulfills the conditions for occupying the academic position "Docent" in accordance with Art. 29 of ZRASRB and minimum required points for the academic position "Docent", according to PPZRASB in District 7.4. Public health, scientific specialty "Social medicine and organization of health care and pharmacy".

In table 1, I confirm the scientometric values according to which Ch. Assistant Professor Vanya Bozhidarova Georgieva fulfills all the conditions for holding the academic position "Associate Professor" in accordance with the Regulations for the Development of the Academic Staff at the University "Prof. Dr. Asen Zlatarov" - Burgas and the minimum required points:



Group of metrics	Associate professor, in accordance with ZRASRB and PPZRSAB	Associate Professor, according to PRAS at University "Prof. Dr. Asen Zlatarov" - Burgas	Chief Assistant Dr. Vanya Bozhidarova Georgieva
A	50	50	50
B	100	100	100
C	200	220	619,5
D	50	60	130
E		20	160
<b>Total</b>	<b>400</b>	<b>450</b>	<b>1059,5</b>

The presented scientific publications are a total of 35 in full text, of which: 5 independent and 30 co-authored /in 15 of them as the first author/, 23 in English, including 10 publications and reports published in scientific publications, referenced and indexed in world-renowned databases of scientific information and 25 publications and reports published in non-refereed peer-reviewed journals.

Ch. Assistant Professor Vanya Bozhidarova Georgieva participated as a member of a working team in an international scientific project.

#### ✓ **General characteristics of scientific production and publication activity**

The scientific production of Ch. Vanya Bozhidarova Georgieva, assistant professor, has a practical-applied character and is distinguished by analytical and thoroughness. The main directions are:

#### **1. Pharmacoeconomics and pharmaceutical marketing**

In 2 publications, the candidate has conducted a comparative pharmacoeconomic evaluation of the surgical and relatively new endovascular treatment of brain aneurysms in Bulgaria. The costs and outcomes of the diagnostic and treatment alternatives considered have been identified and measured. A methodology has been developed for the application of a pharmacoeconomic model with the application of the pharmacoeconomic methods "cost-effectiveness" and "cost-utility", allowing its application and immediate use by researchers showing a more special interest in the economic evaluation of health therapies and technologies.

In a monograph and article, the main marketing concepts are analyzed, presented in their sequence of occurrence, the main policies in the marketing-marketing mix, the methods for qualitative and quantitative research of the various types of consumer demand for goods and services and the market trends, which represent meaningful an introduction to pharmaceutical marketing theory.



## **2. Medical ethics and deontology.**

Several review articles summarize the latest approaches to implementing clinical ethical consultation and medico-ethical decision-making models in medical practice. The publications and practical guidance are based on moral-ethical situations during the Covid pandemic, and decisions made during extreme situations, which are discussed and analyzed with a view to forming an appropriate model for making medico-ethical decisions during a pandemic.

## **3. Medicine, neurology and neurosurgery.**

A large number of interesting and rare clinical cases from medical practice, as well as a summary of literature data regarding the treatment of mainly cerebrovascular diseases, are presented in the candidate's scientific-research searches in this direction. A complex approach in cerebrovascular revascularization has been described and successfully applied, namely high-flow bypass with arterial graft transplantation in the field of neurology and neurosurgery. The surgical results have been presented at forums in Bulgaria, Switzerland and Italy and have been accepted by the scientific community. They are cited twice by foreign authors.

## **4. Cosmetics and Phytocosmetics**

In this field, the candidate has publications performing an evaluative analysis of the historical development of cosmetics, which shows convincingly that each phase of human culture forms its own conceptions of beauty, which it aims to achieve with the help of cosmetic means. Of a scientific-applied nature, there are several publications related to scientific evidence revealing the fallacy about vitamin D, the insufficient and incorrect use of sunscreens, the lack of evidence that cosmetic products containing neuropeptides are effective, as are many advertised ingredients in moisturizing creams.

### **✓ Teaching activity**

As the main assistant Dr. Vanya Bozhidarova Georgieva participates in the teaching of 3 disciplines and is the co-author of 11 study programs. Its activity related to work with specialists and graduates is active. He is a consultant to students from the "Health Management" major in student conferences and scientific sessions.

## **IV. General assessment of the applicant's compliance with the mandatory conditions and mandatory quantitative criteria and scientometric indicators acc. Regulations on the terms and conditions for acquiring scientific degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov" - Burgas.**

The submitted documentation of chief assistant Dr. Vanya Bozhidarova Georgieva meets the requirements for holding the academic position "Associate Professor" according to the Regulations for the terms and conditions for acquiring scientific degrees and holding academic



positions at the University "Prof. Dr. Asen Zlatarov" - Burgas, ZRASRB and the Regulations for its application.

#### V. Conclusion

The submitted documentation for the competition, the scientific performances of the candidate, including the academic workload, gives reason to note that the main assistant, Dr. Vanya Bozhidarova Georgieva, is a responsible researcher and meets the requirements contained in the ZRASRB for holding an academic position. docent". I stand behind the conviction that the most important thing for a scientific researcher is to be able to preserve his creative approach and individuality. Outstanding merits in the contributions and achievements in the field of Public Health undoubtedly contribute to the high evaluation of the candidate.

Apart from the scientometric parameters, which are convincing, and considering the above, I give a high rating to the candidate, VOTE POSITIVELY for the election of chief assistant Dr. Vanya Bozhidarova Georgieva for the academic position "Associate Professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public health, scientific specialty "Social medicine and organization of health care and pharmacy", in the Faculty of Public Health and Health Care of the University "Prof. Dr. Asen Zlatarov" - Burgas.

26.04.2024  
Burgas

Signature

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