

## OPINION

by Associate Professor Albena Dasheva Yanakieva, Ph.D  
Faculty of Public Health and Health Care at University "Prof. Dr. Asen Zlatarov", city of Burgas,  
member of the scientific jury, pursuant to Order No. RD - 82/01.03.2024 by the Rector of  
University "Prof. Dr. Asen Zlatarov", city of Burgas

**Regarding:** Competition for the Academic Position of "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" for the Needs of the Department "Organization and Management of Health Care" at the Faculty of Public Health, University "Prof. Dr. Asen Zlatarov", Burgas, announced in the Official Gazette No. 1/02.01.2024.

### I. General Description of the Submitted Materials for the Competition

In the current competition, chief assistant professor Vanya Bozhidarova Georgieva, MD, PhD is the only candidate, and the documents submitted by her meet the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (LDASRB), its Implementing Regulations, and the Regulations on the Development of Academic Staff at the University "Prof. Dr. Asen Zlatarov", Burgas, and have been approved by the Commission for Admission to the Competition.

### II. Biographical Data and Analysis of Career Profile

Chief assistant professor Vanya Bozhidarova Georgieva, MD, PhD completed her higher education at the Medical University of Sofia with a degree in Medicine, and in 2007, she obtained another degree in Public Health and Health Management from the Faculty of Public Health at the Medical University of Sofia. In 2009, she obtained a specialization in Neurosurgery from the Medical University of Sofia. She defended her doctoral dissertation in 2016 on the topic: "Pharmacoeconomic Evaluation of Surgical and Endovascular Treatment of Cerebral Aneurysms" at the Faculty of Public Health, "Prof. Dr. Tsekomir Vodenicharov, MD", Sofia, 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".

Dr. Vanya Georgieva began her professional career as a neurosurgery physician at the University Multiprofile Hospital for Active Treatment "N. I. Pirogov", Sofia, later working at the University Multiprofile Hospital for Active Treatment "SOFIAMED", and since 2022, at the District Hospital "Rahila Angelova" in Pernik as a physician in Neurology and Neurosurgery. In 2022, she was appointed through a competition as an assistant professor in the Department of "Organization and Management of Health Care" at the Faculty of Public Health and Health Care at the University "Prof. Dr. Asen Zlatarov" - Burgas.

### III. Evaluation of Quantitative and Qualitative Indicators

For participation in the competition, Dr. Vanya Georgieva, PhD has presented 41 scientific works, including: 2 individual monographs, 2 collective monographs, 1 chapter in a collective monograph, 1 university textbook, 10 publications in journals refereed and indexed in the globally recognized scientific databases Scopus and WOS, and 25 peer-reviewed publications and reports. They are



directly related to the field and issues of the competition and are beyond the list of publications from the dissertation for the educational and scientific degree of "Doctor". The submitted materials contain the necessary information for quantitative and qualitative assessment of her overall academic development. Not only have the quantitative indicators of the scientometric criteria for the academic position of "associate professor" been met, but they have even exceeded them.

**Here's a comparative table comparing the candidate against the minimum requirements and the requirements of the Regulations for the Conditions and Procedures for Obtaining Academic Degrees and Occupying Academic Positions at the University "Prof. Dr. Asen Zlatarov" in Burgas, based on groups of indicators for the academic position of "Associate Professor":**

Indicator Group	Minimum Requirements	chief assistant professor Vanya Georgieva
Group A	50	50
Group B	0	0
Group C	100	100
Group D (Sum of indicators 5 to 9)	220	619.5
Group E (Sum of indicators 10 to 12)	60	130
Group F (Sum of indicators 13 to end)	20	160
<b>Total for Associate Professor:</b>	<b>450 points</b>	<b>1,059.5 points</b>

The candidate meets the requirements for occupying the academic position of "associate professor" in accordance with Article 29 of the Law on the Development of Academic Staff in the Republic of Bulgaria (LDASRB), the Implementing Regulations, and the Regulations for the Development of Academic Staff at the University "Prof. Dr. Asen Zlatarov" - Burgas, while also achieving the minimum required points in Field 7 "Health Care and Sports", professional direction 7.4 "Public Health", scientific specialty "Social Medicine and Organization of Health Care and Pharmacy".

#### **IV. Publication Activity. Significance of Contributions to Science and Practice.**

Dr. Vanya Georgieva's scientific research and publication activities cover the following areas:

- I. Pharmacoconomics and Pharmaceutical Marketing;
- II. Medical Ethics and Deontology;
- III. Medicine, Neurology, and Neurosurgery;
- IV. Cosmetics and Phyto-cosmetics.

Publications in the field of pharmacoconomics contribute to increasing the awareness of healthcare professionals regarding its essence and applicability, including in the preparation of health assessments of therapeutic alternatives in healthcare technologies at the level of medical institutions. The monograph "Marketing for Pharmacists in Providing Pharmaceutical Services in Pharmacies" convincingly demonstrates that marketing should be conducted by every pharmacist,



whether owner or employed, and not just by economists and pharmaceutical professionals in the marketing department of a company.

The guide on medical ethics and deontological cases provides insights to medical professionals in the field of medical ethics and deontology. Young healthcare professionals gain an understanding of the application of basic ethical principles, with an emphasis on a practical approach to making medical decisions.

Scientific works in the field of Medicine, Neurology, and Neurosurgery present a large number of interesting and rare clinical cases from medical practice, as well as a synthesis of literature data regarding the treatment of cerebrovascular diseases. A complex approach to cerebrovascular revascularization has been described and successfully implemented, namely high-flow bypass with arterial graft transplantation in the field of neurology and neurosurgery.

In the field of Cosmetics, basic knowledge about cosmetics has been systematized for the purposes of training beauticians and students of medical cosmetics in medical colleges across the country, students in vocational schools, and trainees in licensed cosmetic training schools. Alongside mandatory topics such as anatomical-physiological notes, many new modern topics with contributory character have been included, such as: the legal basis for assessing the safety of cosmetic products, a dictionary of ingredients, genetics of aging and skin reprogramming, consumer tips on reading labels of cosmetic products, and others. The monograph on Phyto-cosmetics focuses on the application of over 20 Bulgarian medicinal plants in various forms in cosmetics.

The scientific works presented in the competition are the personal achievement and merit of the candidate. The presence of publications and reports published in scientific journals, peer-reviewed and indexed in globally renowned databases with scientific information, makes a very good impression. I am convinced of the significance of the contributions in the scientific works of chief assistant professor Vanya Georgieva, MD, PhD which is also confirmed by the citation reference provided. The scientific research addresses contemporary issues that can find wide application both in the educational process and in practice.

#### **V. Assessment of the Candidate's Pedagogical Preparation and Activity.**

Chief assistant professor Vanya Georgieva MD, PhD is employed at half-time capacity at the University "Prof. Dr. Asen Zlatarov", Burgas. From the attached reference, it is evident that the candidate's workload covers the university's accepted workload and is sufficient for occupying the academic position of "associate professor". Dr. Georgieva indicates that she conducts lectures and seminars for students majoring in "Health Management" at Bachelor's and Master's levels in the following disciplines:

- Medical Ethics and Deontology;
- General and Medical Sociology;
- Social Medicine and Epidemiology;
- Organization and Management of Palliative Care;
- Pharmacoeconomics. She participates as a supervisor and consultant for 2 students majoring in "Health Management" at Bachelor's level in scientific conferences and sessions. The candidate is a co-author in the development of 11 curricula for the specializations of "Health Management", "Medical Representative", and "Health Tourism". She has



participated in 1 international scientific project: AComIn: Advanced Computing for Innovation, Funding: FP7 Capacity Programme, Research Potential of Convergence Regions.

#### **VI. Administrative Responsibilities:**

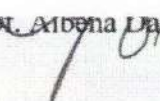
According to the author's reference, chief assistant professor Vanya Georgieva MD,PhD is:

- A member of the Bulgarian Medical Union;
- A member of the Bulgarian Society of Neurosurgery;
- A member of the Bulgarian Stroke Society;
- A member of the General Assembly of the Faculty of Public Health and Health Care.

#### **Conclusion**

I confidently give a POSITIVE EVALUATION of the scientific production of chief assistant professor Vanya Georgieva, MD, PhD. Her research activity, scientific-theoretical, and scientifically-applied contributions are significant for both science and practice. Therefore, I propose to the members of the Scientific Jury to also vote positively and award the academic position of "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" to chief assistant professor Dr. Vanya Georgieva MD, PhD.

April 22, 2024  
Burgas,

Signature: Assoc. Prof.  Mariana Lasneva Yanakieva, Ph.D