

## REVIEW

FROM PROF. DR. TIHOMIRA ZLATANOVA ZLATANOVA, MD, PhD  
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FACULTY OF PUBLIC HEALTH "PROF. TZEKOMIR  
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MEDICAL UNIVERSITY OF SOFIA

**Subject:** Competition for the academic position "Professor" in the field of higher education 7. "Health and Sports" in the professional field 7.4 "Public Health" and the scientific specialty "Social Medicine and Organization of Health and Pharmacy" for the needs of the Department of Internal Diseases, Pharmacology, Pediatrics, Social Medicine, Disaster Medicine, Computer Technology, Latin Language "at the Medical Faculty at the University" Professor Dr. Assen Zlatarov ", Burgas, announced in the State Gazette, issue 1 / 04.01.2022, with the only candidate Assoc. Prof. Dr. Vladimir Hristov Gonchev, Ph.D.

According to Order № RD 55 / 01.03.2022 of the Rector of the University "Prof. Dr. Asen Zlatarov "Burgas

I have been appointed an external member of the Scientific Jury

The documents presented by Assoc. Prof. Dr. Vladimir Hristov Gonchev, MD, in accordance with the requirements of the Law on the Development of Academic Staff and the Regulations of the University "Prof. Dr. Asen Zlatarov "Burgas for its implementation have been approved by the Commission for Admission to the Competition.

### General characteristics of the candidate

Vladimir Hristov Gonchev was born in 1963 in the town of Haskovo. In 1981 he graduated from the Mathematical High School in his hometown. In 1987 he graduated medicine at the Higher Medical Institute - Plovdiv. The same year he started working at the regional hospital in Haskovo. In 1993 he acquired a degree in internal medicine at the Medical University - Sofia. In 1995, he conducted a one-month specialization in the United States in the field of private

hospital management. From 1997 to March 2010 he was director of the Regional Health Center - Haskovo.

During this period he participated in numerous courses and trainings in the field of health management and public health, held in Bulgaria and abroad, presenting certificates for the conducted trainings. In 2001 he acquired a specialty in "Health Management and Medical Informatics" at the FPH, MU - Sofia.

In 2002/2003 he participated in a seven-month course in health management and public health at the Universities of Georgetown and George Washington in Washington, DC. In 2005 he graduated with a master's degree in public administration from the University of National and World Economy - Sofia.

Acquired the degree of "Doctor" in the specialty 03.01.53 - Social Medicine and Organization of Health and Pharmacy in February 2009 after defending a dissertation on "Formation and professional development of health managers in health reform" at the FPH at MU - Sofia .

In June 2009 he participated in the specializations Israel.

Acquired a degree in health economics at the PHC, MU - Sofia in 2011.

He is the manager of DCC-St. George Haskovo - from March 2010 - 2016.

The manager in MC "Prof. Stoyan Kirkovich" Stara Zagora - from 07.2016 - 04.2017.

He is a member of the Board of Directors of Haskovo Hospital, Ministry of Health from 04.2017 - 08.2017.

Assoc. Prof. Dr. Vladimir Gonchev is an external expert for technical expertise in the evaluation of submitted project proposals under the cross-border cooperation programs INTERREG V-A Romania-Bulgaria and Greece-Bulgaria 2014-2020, Ministry of Regional Development and Public Works since 07.2017.

Since April 17, 2017 he is an associate professor at the University "Professor Dr. Asen Zlatarov" Burgas, and since 01.2020 he is the head of the Department of Internal Medicine, Pharmacology, Pediatrics, Social Medicine, Emergency Medicine, Computer Technology Latin at the same university.

He has been a member of the Supreme Medical Council as a representative of the Bulgarian Medical Union since 06.2018.

Assoc. Prof. Gonchev has been the Secretary of the Management Board of the Medical College of Haskovo BMA since 04. 2021.

Since 05.2021 he has been an expert at UMHAT Burgas in the field of SDO and scientific development of the medical staff of UMHAT Burgas.

On 19.10.2021 he was awarded with a badge of honor and a diploma in the category Contribution to the development and affirmation of the authority of the professional organization BMA.

He is fluent in spoken and written English, French and Russian.

Assoc. Prof. Dr. Vladimir Gonchev is a member of the following companies:

1. Membership in international scientific organizations:
  - Fellow and Professor at New Westminster College - Vancouver, British Columbia, Canada - June 2013
  - Member of the European Public Health Association (EUPHA)
  - Member of the Society of Physician Entrepreneurs
  - Member of Digital Health Group
  - Member of the Association of Clinical Research Professionals
  - Member of the American Public Health Association (APHA)
  - Member of the International Health Economics Association (iHEA)
  - Member of Theodor-Billroth-Academy® - Theodor-Billroth-Akademie®
  - Member of the European Society of Preventive Medicine.
  
2. Membership in national scientific organizations:
  - Member of the National Association for Health Policy and Health Management in Bulgaria
  - Member of the Bulgarian Public Health Association (BPHA)
  - Member of the Scientific Society of Cardiologists in Bulgaria
  - Participation in the governing body of the Bulgarian Medical Union

He has excellent organizational and teamwork skills, which he has applied as a participant in the development of a number of strategic documents and a participant in many clinical studies in the field of internal medicine, gastroenterology, cardiology, nephrology, urology and skin diseases since 2006.

Assoc. Prof. Gonchev participates in the following scientific and academic boards:

1. Member of the scientific board of the academic journal "Management and Education" at the University "Prof. Dr. Asen Zlatarov" - Burgas.
2. Member of the scientific board of the academic journal Black Sea Journal of Medicine and Public Health.
3. Member of the scientific board of the academic journal International Journal of Science Annals.
4. Member of the scientific board of the academic journal Cient Periodique.

Assoc. Prof. Dr. Vladimir Gonchev presents for review 35 scientific papers, which are after borrowing from AD "Associate Professor".

He is the author of two independent monographs and co-author of one monograph.

The works are as follows:

- Publications and reports published in scientific journals, referenced and indexed in world-famous databases of scientific information (Scopus; Web of Science) - 5;
- Publications and reports published in unrefereed journals with scientific review or published in edited collective volumes - 25;
- Participation in congresses and conferences - 2 in Bulgaria with international participation;
- Independent and first author in 17 of the scientific papers.

The leading participation of the candidate in the scientific works is a definite proof of the strong authorial presence and competence in the field of public health and health management, as they consider significant issues in these areas.

The presented works are summarized results of a number of scientific studies and evaluations in the following areas: public health, health management, clinical medicine considered from the aspect of social medicine and digital technologies in medicine and healthcare.

Assoc. Prof. Gonchev DM presented a report of a total of 58 positive citations, which are proof of his recognition in the scientific community.

All real publications in terms of content are in the field of the announced competition in social medicine and organization of health care.

The papers have been published in important Bulgarian and foreign journals: Social Medicine, Health Policy and Management, Management and Education, Trakia Journal of Sciences, Studies in Computational Intelligence, Black Sea Journal of Medicine and Public Health and others. The scientific works are in the following directions:

- 1) Public health and health management;
- 2) Health inequalities, patient safety and palliative care;
- 3) Clinical medicine from the point of view of social medicine;
- 4) Modern aspects and applications of digital technologies in medicine and healthcare.

In his scientific activity Assoc. Prof. Vladimir Gonchev is a purposeful and in-depth researcher, whose main research interests are mainly in the field of public health and health management. This thematic area is the most thoroughly developed section in her research.

Theoretically, Assoc. Prof. Gonchev has studied at George Washington University and Georgetown University in the United States in the field of public health, health policy and management, culminating in the development of a thesis related to the introduction of a master's program in public health and health management. modern European and American educational requirements to be implemented in Bulgarian medical universities.

In the applied aspect - a number of publications dedicated to the type and satisfaction with the qualification and training in health management, satisfaction with career growth in the professional management hierarchy in the health system, as well as problems and weaknesses of the health management training system. Based on an in-depth analysis of the profession of health manager, the basic competencies of the profession are formulated.

Theoretically, the problem of patient satisfaction is considered as feedback and evaluation of users for medical care, as well as as a marketing tool. Questionnaires were tested to survey patients' opinions and the most important information-bearing issues were identified.

Another area in the work of Assoc. Prof. Vladimir Gonchev is related to systematic analysis of health inequalities, patient safety and palliative care, and of interest is the analysis of a number of socioethical issues related to health inequalities, patient safety and palliative care activities. In the context of growing health and health inequalities in the world and in Europe, issues concerning health inequalities in access to primary health care, smoking and alcohol consumption on a European and national scale have been studied.

In the field of clinical medicine from the point of view of social medicine, Assoc. Prof. Gonchev presents scientific developments reflecting his vision, through his personal participation in clinical medical research, for conclusions about socially significant diseases in terms of public health and social medicine.

Modern aspects and applications of digital technologies in medicine and healthcare is a field in which Assoc. Prof. Gonchev is working on a number of issues, namely: theoretical research and practical developments in the field of the fastest growing share of modern medicine - digital health. The interrelationships between digital health, telemedicine, COVID-19, artificial intelligence in medicine and healthcare and health tourism are presented. The digital health trends and the application of digital health in the activity of nurses are analyzed.

The works of Assoc. Prof. Gonchev contain indisputable scientific contributions to social and medical science and practice, which is why I give a positive assessment of all his scientific output.

Assoc. Prof. Vladimir Gonchev participates in the research team in the development of the following research projects:

- ✓ Project №B2.9a.12 / 05.09.2017 Interreg Greece-Bulgaria "Intelligent Medicine" (Smart\_Med), funded by the cooperation program INTERREG V-A "Greece-Bulgaria 2014-2020", leading partner Dimitrovgrad Municipality - management agreement.
- ✓ Project № BG05M2OP001-1.002-0011-C02 "Construction and development of the Center for Competence in Mechatronics and Clean Technologies MIRACle" - international project - team member, researcher R2.

Assoc. Prof. Gonchev is Chairman of the Commission for organizing, conducting ranking and acceptance of project reports under the SRACA at the Faculty of Public Health and Health Care, Medical Faculty and Medical College.

### **Teaching activities**

The study load of Assoc. Prof. Dr. Vladimir Hristov Gonchev, MD is sufficient to hold the academic position of "professor" for the needs of the University "Prof. Dr. Asen Zlatarov "in Burgas, as evidenced by his participation in the following disciplines at the Faculty of Public Health and Health Care (PHHH), Faculty of Medicine (MF), Medical College (MC):

1. "Social Medicine" of students majoring in "Nurse", "Midwife" and "Medical Assistant" FOZZG, Bachelor's degree; and Medicine, Ministry of Finance;
2. "Medical ethics" of students majoring in "Nurse", "Midwife" and "Medical Assistant", PHC and specialty "Medicine", MF;
3. "Stress and health" of students majoring in "Nurse", "Midwife" and "Medical Assistant", FOZZG Bachelor's degree; specialty "Rehabilitator", MC;
4. "Hygiene and ecology" of students majoring in "Rehabilitator", MC;
5. "Medical Sociology" of students majoring in "Rehabilitator", MC;
6. "Biostatistics" of the specialty "Medicine", Ministry of Finance;
7. "Primary medical care" for students majoring in "Medical Assistant", PHC;
8. "Communication and Public Relations", "Social Medicine",
9. "Medical Ethics", "Global Trends in Public Health" in the specialty "Health Management" Master's Degree

The study load of Assoc. Prof. Gnchev by years is as follows:

- ✓ for the academic year 2017/2018 - 374 hours
- ✓ for the academic year 2018/2019 - 580 hours
- ✓ for the academic year 2019/2020 - 692 hours
- ✓ for the academic year 2020/2021 - 668.6 hours.
- ✓ for the curriculum for 2021/2022 - 690 hours.

In all disciplines in which he teaches Assoc. Prof. Gonchev develops curricula and lecture courses in electronic form.

Assoc. Prof. Gonchev actively participates in the academic years 2019/2020, 2020/2021 and 2021/2022 in postgraduate qualification courses:

- "Healthcare Management";

- "Fourth degree of professional qualification for the specialty 7230303" Transportation of injured and sick people, first aid and assistance to the doctor in emergency care "according to Ordinance № 1 of April 7, 2016 on obtaining a qualification in the profession" Paramedic".

These data show that the study load of Assoc. Prof. Dr. Vladimir Hristov Gonchev, MD covers and exceeds the accepted for the university schedule for a habilitated lecturer of 360 hours.

The candidate participates as an external member in the following scientific juries in the PHC "Prof. Dr. Tsekomir Vodenicharov, PhD, MDS":

- ✓ for the acquisition of AD "Chief Assistant" - 3 juries;
- ✓ for the acquisition of ONS "Doctor" - 12 juries;
- ✓ for acquisition of AD "Professor" - 1 jury, which is proof of his expertise in teaching and research.

Evidence of compliance with the minimum national requirements and the requirements of the Regulations on the terms and conditions for obtaining scientific degrees and holding academic positions at the University "Prof. Dr. Asen Zlatarov" in Burgas for holding the academic position of "professor" in the field of higher education 7. Healthcare and sports, in the professional field 7.4. Public health, in the scientific specialty "Social medicine and organization of health care and pharmacy".

Group of indicators Contents	Doctor	Reported points	Minimum required points for a professor in	Min. Required points for a professor at of University "Prof. Dr. Asen Zlatarov" Burgas
A Indicator 1	50	50	50	50
B Indicator 2		0		
B Indicator 3		100	100	100
B Indicator 4		0		
Г Sum of indicators from 5 до 9	30	788,3	200	250
Д Sum of indicators from 10 до 12		485	100	150
Е Sum of indicators from 13 to the end		260	100	120
Total		1683,3	550	670

It is evident from the table that the publishing activity of Assoc. Prof. Gonchev (presented in point D) exceeds 3 times the required for borrowing AD "Professor", as well as citations of scientific papers (presented in point E) are also 3 times more.

The documents presented by Assoc. Prof. Dr. Vladimir Hristov Gonchev, MD fully meet and exceed the minimum national requirements at the University "Prof. Dr. Asen Zlatarov "in Burgas for holding the academic position of "professor ".

### **Conclusion**

Assoc. Prof. Dr. Vladimir Hristov Gonchev, MD is presented in the competition as a well-established and competent researcher and lecturer in the field of public health and has a sufficient volume of teaching activities, experience and publications to be evaluated by the Scientific Jury.

I believe that the research and teaching activities of Assoc. Prof. Dr. Vladimir Gonchev, MD fully meet the minimum national requirements for holding the academic position of "professor" set out in the Regulations on the terms and conditions for obtaining scientific degrees and holding academic degrees. positions at the University "Prof. Dr. Asen Zlatarov "Burgas.

Taking into account the professional development and scientific achievements of the candidate, I give my positive assessment of his election as "Professor" and strongly recommend the members of the Scientific Jury to award Vladimir Hristov Gonchev, MD Academic position "Professor" in higher education 7. Health and sports ", in professional field 7.4. "Public Health" and scientific specialty "Social Medicine and Organization of Health and Pharmacy" for the needs of the Department of Internal Diseases, Pharmacology, Pediatrics, Social Medicine, Disaster Medicine, Computer Technology, Latin Language "at the Medical Faculty at the University" Professor Dr. Assen Zlatarov ", Burgas .

April 11, 2022

Prepared the review:

/Prof. T. Zlatanova, MD, PhD /