

OPINION

by Assoc. Prof. Dr. Vihren Peev, UARD - Plovdiv

(academic position, scientific degree, names, higher school/scientific organization)

of the materials submitted for participation in the competition for occupying the academic position of "professor" in the field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and management, scientific specialty "***Organization and management outside the sphere of material production (health management)***"

In the competition for the occupation of the academic position "professor", announced in the State Gazette, No. 83/18.10.2022 and on the website of UARD - Plovdiv for the needs of the Department of "Regional Development, Agribusiness and Tourism" in the Faculty of Economics and Management, **associate professor Doctor Georgi Yordanov Yordanov**, participated as a candidate.

1. Brief biographical data

Assoc. Prof. Dr. Georgi Yordanov completed his higher education at the Medical University in Plovdiv in 1979, majoring in Dentistry. In 2009, he obtained a master's degree in "Health Management". He specialized in the field of social medicine and health management. In the competition documentation, the candidate presents teaching and research activities at the Medical University - Plovdiv. In addition, Assoc. Prof. Dr. Georgi Yordanov is a public figure with active activities as a deputy, municipal councilor and head of health institutions in the field of health management. Currently, he is the executive director of the Agency for People with Disabilities.

2. General description of the presented materials

The candidate **associate professor doctor Georgi Yordanov Yordanov** participate in the contest with:

- Monographs – **2** items;
- Articles – **28** items, of which **6** items in publications referenced and indexed in world-renowned databases of scientific information.

3. Reflection of the candidate's scientific publications in the literature (known citations)

Assoc. Prof. Dr. Georgi Yordanov presented a reference from the Central Medical Library of the Medical University - Sofia, as well as additional references, incl. from Scopus, where Prof. Yordanov shows remarkable achievements. The above citations cover the minimum national requirements for occupying the academic position of "professor" in the field of higher education 3. "Social, economic and legal sciences", professional direction 3.7. "Administration and Management".

4. General characteristics of the applicant's activity

4.1. Educational and pedagogical activity (work with students and doctoral students)

Assoc. Prof. Dr. Georgi Yordanov has submitted the necessary evidence of teaching workload and work with doctoral students - 4 successfully defended.

4.2. Scientific and scientific-applied activity

The scientific and applied scientific activity of Assoc. Prof. Dr. Georgi Yordanov is distinguished by significant achievements in the field of health management. The special contributions of the two monographs submitted for participation in this competition should be noted, and in particular the proposal for a new health model and evidence-based medicine.

4.3. Implementation activity

The materials presented in the competition show a high potential for implementation in the practice of modern healthcare in Bulgaria.

4.4. Contributions (scientific, scientific-applied, applied)

The contributions of Assoc. Prof. Dr. Georgi Yordanov can be defined in several main directions, but those in the field of health management, social medicine and the administration and management of hospitals in Bulgaria deserve the most attention, which can be found mainly in the two monographs on the current competition and the candidate's scientific publications:

- *A new health model Solidarity: a European value health care system, for affordable health care and prestigious remuneration for contractors (both doctors and medical specialists) in health care as a system in the Republic of Bulgaria*

- *Written rules and health indicators at the European and national level, to evaluate the activity of health activities - evidence-based medicine (Evidence-Based Medicine - EBM).*

I would like to emphasize the following:

- A critical analysis of the existing healthcare model in Bulgaria was carried out;

- A system of health indicators is introduced to evaluate the various activities in the field of health care;

- Presentation and justification of a new health model, which the author calls "Solidarity";

- Creation of a new normative base, determining fair remuneration for medical specialists, updating a new national health card, etc.;

- Identification of nine management indicators, of which two are basic and seven operational — decision-making and management of direct associates and planning, organization, delegation, communication, motivation, leadership and control;

- Development of written rules for work in inpatient clinics and wards in hospital facilities, which cover the organization of the medical and diagnostic process, visitation, the organization of preventive work to prevent nosocomial infections and microbial hospitalization, the establishment of a medical and protective regime, the organization of complex care for the sick and two-level medical care, the organization of drug supply, the principles of medical nutrition for the sick, the organization of cultural events for the sick and increasing their health culture, etc.

- Study of the quality of medical care in major hospitals in the country and analyzes of the dysfunctional effects of conflicts in health organizations.

- Study on the possibilities for the introduction of the electronic health file in the Republic of Bulgaria and the problems that this poses to the competent authorities and its scope.

5. Evaluation of the candidate's personal contribution

I believe that Assoc. Prof. Dr. Georgi Yordanov has proven his personal contribution in the submitted materials for participation in the current competition as a proven personality, teacher and scientist in the field of health management.


6. Critical notes

I recommend Assoc. Prof. Dr. Georgi Yordanov to continue his active teaching, scientific and public activity in the field of health management.

7. Conclusion:

Bearing in mind the above and the fact that the applicant meets the relevant minimum national requirements under Art. 2b, para. 2 and 3 from Law on the development of the academic staff in the Republic of Bulgaria, I propose Associate Professor Doctor Georgi Yordanov Yordanov to be elected as a "professor" in the field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and management, scientific specialty "Organization and management outside the sphere of material production (health management)" for the needs of the department "Regional development, agribusiness and tourism" in the Faculty of Economics and Management at UARD.

25 . 02 .2023

Member of the jury: 
Assoc. Prof. Dr. Vihren Peev