

REVIEW

by

Prof Ilko Nikolaev Getov, PhD, MSc Pharm, MHM

Faculty of Pharmacy, Medical University - Sofia,

Member of the Scientific jury, appointed by Order 728-156 / 05.04.2021

of the Rector of the Trakia University – Stara Zagora

of a competition for "**ASSOCIATE PROFESSOR**" in the field of higher education

7. "Healthcare and Sports", in professional field 7.3 "PHARMACY", scientific specialty:

"Social medicine and the organization of healthcare and pharmacy",

for the needs of the Medical College at the Trakia University – Stara Zagora,

Promulgated in SG, issue 15/ 19.02.2021

The scientific jury, at its first meeting, reviewed the documents and admitted to participation in the competition for "Associate Professor" in "Social Medicine and Organization of Healthcare and Pharmacy" **one candidate** - Valentina Yovcheva Belcheva, PhD, MSc Pharm.

The set of documents with which Valentina Belcheva participates in the competition are presented according to the requirements, there are no missing documents, the presented evidence is correct, thorough and in accordance with the requirements of the normative documents related to the development of the academic staff.

At its meeting, the Scientific Jury assessed compliance with the minimum national requirements and decided to allow the candidate to be assessed on the merits.

This review has been prepared in accordance with the Law for the Development of the Academic Staff in Bulgaria, the Regulations for the Implementation of the Law for the Development of the Academic Staff and the Regulations for the Development of the Academic Staff of the Trakia University – Stara Zagora.

Professional Development

Valentina Belcheva, PhD, MSc Pharm, successfully graduated in 2005 at the Faculty of Pharmacy of Medical University Sofia with a Master's degree in the professional field of Pharmacy. The candidate's professional career began in community pharmacy and went through various positions in representative offices of innovative pharmaceutical companies. Since 2010 Belcheva has already held managerial positions - product manager, senior product manager, operations director, and currently for more than 4 years is marketing manager for Bulgaria and Central and Eastern Europe of a French pharmaceutical company. It successfully manages all promotional and market activities of the product portfolio and manages to establish leading brands as market leaders. Since September 2013 and until now he has been a part-time lecturer at the Medical College at Medical University Pleven and Faculty of Chemistry and Pharmacy at Sofia University "St. Kliment Ohridski". The candidate has acquired several additional master's degrees: Master of Business Administration at the Faculty of Economics at Sofia University "St. Kliment Ohridski" in 2008 and in Public Health and Health Management at the Faculty of Public Health of Pleven in 2014. She has a doctoral dissertation in the doctoral program "Social Medicine and Organization of Healthcare and Pharmacy" at the Faculty of Public Health of Medical University Sofia in 2017 and many additional qualification courses and trainings, abroad and in Bulgaria, with

a focus on marketing skills, approaches to improving sales and organizing events in the pharmaceutical sector. In 2019, she graduated with Level 6 from The Chartered Institute of Marketing in London, UK. Belcheva has recognized THREE postgraduate specializations in the healthcare system: "Organization and economics of distribution and community pharmacy practice" (2012), "Health economics" (2018), "Hospital pharmacy" (2021).

Valentina Belcheva has a total of over 16 years of work experience in the specialty, of which as a lecturer over 2 (two), which fully covers the requirements of the main first criterion, and can be defined as a leading specialist in practice. There is a correspondence between the scientific specialty of the competition and the acquired educational and scientific degree "Doctor".

Attention should be paid to the acquired PhD degree by Valentina Belcheva in 2017 on the basis of a successfully defended dissertation on "Economic impact of the process of changing the prescribing and dispensing of drugs on public health", which is entirely in the field of the scientific specialty of the competition, represents an in-depth study in the pharmaceutical marketing and the organization of healthcare and pharmacy and was highly appreciated by the scientific community.

Academic activity

Valentina Belcheva participates in the training of full-time students for the acquisition of a master's degree and a professional bachelor's degree in several special medical and social disciplines, as well as an elective one. She is the head of three graduates for postgraduate specialization in "Organization and economics of distribution and community pharmacy practice", enrolled in the Medical University "Prof Paraskev Stoyanov, MD" Varna.

I would like to especially mention the active participation of Valentina Belcheva in the independent organization and conducting of internships for students in a real environment. I consider this fact as a serious achievement and a form for adaptation and approximation of the academic knowledge and competencies of the students to the needs of the real environment and business. The topics covered and the acquisition of specific skills are entirely within the scope of scientific interests, practical experience and career of the candidate and include: industrial pharmacy, pharmaceutical and drug information, promotion and advertising, pharmaceutical marketing and management, patent protection and intellectual property.

All this shows that Valentina Belcheva has passed the initial stages and steps in her academic career, has a well-established reputation and has proven herself among the teaching staff and students of the faculties and the college where she was attracted to cooperate.

Among the submitted documents there is evidence of the active and in-depth work of the candidate with students and graduates. A total of 5 (five) publications are co-authored with students, some of which have been published in scientific journals, referenced and indexed in world-renowned scientific databases.

Recognition and active collaboration with student groups helps to establish the authority of academic teachers, attracts young, ambitious and excellent students in scientific work and should be an important criterion in assessing the candidate's achievements.

From the presented set of documents it is evident that Belcheva speaks English and Russian, has abilities and motivation for leadership, management, excellent communication skills, strong personal adaptation and teamwork in a multicultural environment.

In this part of the review I would recommend after the habilitation Valentina Belcheva to direct efforts together with other colleagues from the University in writing and publishing textbooks for

students and PhD students – manuals, workshops, textbooks and more. in the disciplines taught, in order to establish his name as a serious academic lecturer and to fully reveal her capacity. In conclusion, I highly appreciate the professionalism and pedagogical skills, theoretical and practical training of Valentina Yovcheva Belcheva, PhD, MSc Pharm.

Research activity

Valentina Belcheva has submitted for evaluation a total of 48 scientific papers, incl. full-text publications, which are classified as follows:

- Monograph / habilitation thesis on the topic: Reclassification of medicinal products;
- Participation in a collective monograph on the topic: Marketing of medicinal products;
- Publications in scientific journals, referenced and indexed in world-famous databases with scientific information – 14;
- Publications and reports published in non-referenced journals with scientific review – 32;

The main topic of the publications is medical and social, it completely fit within the scope of the scientific specialty of the announced competition and confirms the reference for the author's contributions. I would like to dwell in more detail on the candidate's scientific contributions, due to the clear fact that the minimum national requirements for holding the academic position of "associate professor" are significantly exceeded.

The candidate presents her scientific contributions in FOUR main groups, some of which are of different weight, and others are grouped rather mechanically, which I attribute to lack of experience.

For me, in the framework of the evaluation of the candidate's publishing activity, the strong, competitive and convertible scientific production in the following directions impresses:

- Contributions from the **FIRST** group – leading topics are SOCIAL MEDICINE AND HEALTH ECONOMICS, which are supported by a total of 18 articles and include diverse, in-depth and nationally significant studies and conclusions on various medical and social topics in Bulgaria. The economic aspects and interrelations of the health system with public health are also analysed.

- Contributions from the **SECOND** group – the leading topic is ORGANIZATION OF HEALTHCARE AND PHARMACY. It covers 15 scientific articles, which are in-depth studies of trends in the drug reclassification process, which has a history of over 40 years and began in the United States. It is usually associated with many benefits, but also risks for patients, which affect not only the general public as a major consumer of reclassified products, but also other involved institutions, health professionals – pharmacists and doctors, health insurance companies and last but not least place – the state and public funds, represented by the relevant management bodies and organizations, budget managers, etc. A pharmacovigilance study has been conducted in the context of the use of social media and discussion forums as a source of information on adverse drug reactions. A retrospective analysis of the market of reimbursed medicinal products for outpatient treatment in Bulgaria was conducted. Several articles are devoted to clinical trials of medicinal products and they have made a significant contribution due to the fact that for the first time in our country a survey was conducted among hospital pharmacists on the effects of changes in legislation governing this specific activity. The latest articles focusing on the Bulgarian pharmaceutical industry to produce drugs for human use are particularly impressive.

A total of 45 publications were presented in support of the formulated contributions of the candidate in the competition, there are 39 on the topic, which I recognize as relevant. For the period after the acquisition of PhD, Belcheva has a serious publishing activity – 30 articles and participation in scientific forums. The average monthly publication activity is 0.65 articles per month, which is proof of the serious attitude and high prioritization of the scientific activity and commitment of the candidate.

In 6 (13.3%) of these publications Belcheva is the first author, predominantly second in the others, and the leading areas of her competence and specific skills are clearly outlined. Five of the publications are in magazines with announced Impact rank.

A reference for open citations shows the presence of 26 positive citations on the scientific and publishing activity of the candidate, 4 of which are in refereed journals indexed in Scopus and Web of Science.

When checking the candidate for the citations in the Google Scholar database, 16 of them were found, and it can be noted that the personal h-index indicator is 2.

I accept the presentation of the contributions by scientific directions and priorities. At the same time, it would be very reasonable for the objective evaluation of the works, the contributions to be structured as scientific-theoretical, scientific-applied, contributions to the development of education and educational institutions and contributions to the regulatory and pharmacotherapeutic practice. From the presented directions and leading contributions I want to emphasize the importance of scientific and applied contributions of the author for the study of modern trends in drug reclassification, research in the field of hospital pharmacy and models and approaches to management, marketing and relationships between branches of modern social pharmacy.

Data for participation in two projects are presented: the International Scientific Project PHARMINE WP7 “Pharmacy education & training in Bulgaria” and the educational Project BG05M2OP001-2.013-0001 “Student Internships – Phase 2” under the Operational Program “Science and Education for Smart Growth”.

Administrative activity

Valentina Belcheva has a multifaceted and in-depth business, administrative and professional experience, and performances. Since 2013, she has been skilfully combining the activities of a lecturer, researcher, and business manager. For 14 years he has been the chairman of the non-governmental organization Bulgarian Industrial Pharmacy Association (BIPA) and a member of many scientific and professional organizations.

These diverse in nature and scope positions, numerous activities, and responsibilities, together with the accumulated solid experience, allow Belcheva to expand her potential as an organizer and manager at the middle and high level. As a senior leader and representative of non-governmental organizations and associations, Valentina Belcheva has participated in numerous, responsible, national, and international meetings, working groups, committees and councils, which for the purposes of the review are not necessary and can be listed exhaustively.

Conclusion

The presented documents and facts prove that Valentina Belcheva, PhD, MSc Pharm is an established academic person, expert and specialist in the scope of the scientific specialty of the competition, who manages to combine teaching and research work with the responsibilities of a

business leader. Ms. Belcheva has gradually passed through the stages of her academic development, always participating actively and responsibly in the teaching and research activities of various universities in the country.

Based on the facts set out in the review, my personal impressions, public and professional activities, opinions and assessment of the moral and ethical qualities of the candidate, I believe that the teaching and research activities of Valentina Yovcheva Belcheva, PhD, MSc Pharm **fully meet the requirements for the academic position of "Associate Professor" in "Social Medicine and Organization of Healthcare and Pharmacy" for the needs of the Medical College at the Trakia University – Stara Zagora and I give my positive assessment.**

On the basis of Law for the Development of the Academic Staff in Bulgaria, the Rules for the Development of the Academic Staff of the Trakia University – Stara Zagora, **I propose to the members of the RESPECTIVE SCIENTIFIC JURY to vote positively and to propose to the Academic Council of TrU to elect as “ASSOCIATED PROFESSOR” VALENTINA YOVCHEVA BELCHEVA, PhD, MSc Pharm in "SOCIAL MEDICINE AND ORGANIZATION OF HEALTHCARE AND PHARMACY" in the field of higher education 7. "Healthcare and Sports", professional direction 7.3 “Pharmacy” promulgated in SG, issue 15/19.02.2021.**

Reviewer:

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