

Review

by

Prof. Ilko Nikolaev Getov, PhD, MSc Pharm, MHM

Faculty of Pharmacy, Medical University Sofia,

Member of the Jury appointed with Order No. 38-491/08.08.2019

of the Rector of St. Kliment Okhridsky Sofia University in a competition for “**Associate Professor**”
in higher education area

7. “Healthcare and Sports”, professional area 7.3 Pharmacy, scientific specialty:

“Social Medicine and Organization of Healthcare and Pharmacy”,

for the needs of the Faculty of Chemistry and Pharmacy of St. Kliment Okhridsky Sofia University,
Promulgated in State Gazette, issue 52/02.07.2019

The Commission on Applications sanctioned the participation of one candidate – chief assistant professor Sava Ognyanov Georgiev, PhD, MSc Pharm, in the competition for “**Associate Professor**” in “Social Medicine and Organization of Healthcare and Pharmacy”.

The set of documents with which Sava Ognyanov applied for the competition are consistent with the requirements, there are no documents missing, the evidence submitted is accurate, in-depth and meeting the requirements of the legislation related to the development of faculty. The academic jury at a session reviewed the compliance with the minimal national requirements and decided that the candidate is eligible for review on the merits.

The present review was prepared in accordance with the Development of Faculty in Bulgaria Act (DFBA), the Rules for the Implementation of the Development of Faculty in Bulgaria Act (RADFBA) and the Rules on the Terms and Conditions for Habilitation and Holding of Academic Positions at St. Kliment Okhridsky Sofia University.

Professional Development

Mr. Sava Ognyanov Georgiev graduated successfully in 1995 from the Faculty of Pharmacy of Sofia Medical University, with master’s education and qualification degree in pharmacy. The professional career of the candidate started at a community pharmacy and included various positions in offices representing innovative and generic pharmaceutical companies in Bulgaria. Since 2000 Ognyanov moved to managerial positions – Product Manager, Sales Manager, Exclusive Products Manager; for more than five years now he has been General Manager for Bulgaria of a Polish pharmaceutical company and has been successfully managing and promoting the business in this country. Since 01.12.2016 to date he has been chief assistant professor with Social Pharmacy Academic and Scientific Laboratory with the Chemistry and Pharmacy Faculty (CPF) of St. Kliment Okhridsky Sofia University. The candidate holds also master’s degree in law and business from St. Cyril and Methodius University of Veliko Tarnovo obtained in 1998, successful doctoral paper on PhD program ‘Pharmacoeconomics and Pharmaceutical Regulation’ with the Faculty of Pharmacy of Plovdiv Medical University in 2016 and 18 additional qualification courses and trainings, predominantly abroad, focusing on marketing skills, approaches for

improving sales and event management in the pharmaceutical sector. In 2017 he obtained mini MBA degree from PTI in London, the United Kingdom.

Sava Ognyanov has in total more than 24 years of work experience in his specialty, including more than 2 /two/ years of teaching experience, thereby fully meeting the requirements of the leading first criterion. There is consistence with the academic scientific specialty of the obtained doctor's academic and scientific degree. Due to the specifics of accreditation of post-doctor's programs for regulated professions, updating of terminology, and harmonization of the Bulgarian pharmaceutical legislation and pharmaceutical activities with the EU legislation, the wording differs by university.

Specific attention should be given to the PhD degree obtained by Sava Ognyanov in 2016 on the basis of a successful dissertation with topic "Positioning of Some Sartans on the Antihypertensive Drugs Market in Bulgaria" which is fully consistent with the scientific specialty of the competition, representing an in-depth study in the area of pharmaceutical marketing and having received accolades from the scientific community.

Academic and Teaching Activity

Chief asst. prof. Ognyanov took part in teaching full-time master's degree students of pharmacy on all special medical and social disciplines as per the Common State Requirements, the additional courses included in the curriculum of CPF, as well as of students for state examination. The main academic discipline is Social Pharmacy and Pharmaceutical Legislation, but also Pharmacoeconomics and Health Technology Assessment, Pharmaceutical Care, History of Pharmacy. The candidate also covers topics related to regulations for health products, marketing, management, etc.

The candidate took part in the development of curricula – History of Pharmacy for teaching in English and Cosmetic Products Legislation for students in the master's program Cosmetic Products and Products for Household Use at the CPF at the University.

His average academic workload for the period is in excess of 400 academic hours per year, which is evidenced with the individual annual reports, minutes of sessions of the Faculty Council of the CPF and other documents.

I would like to mention in particular the active involvement of asst. prof. Ognyanov in the independent organization and carrying out of study and practice internships of students in real-life environment, which are a significant achievement and a way of bringing academic knowledge closer to the needs of real-life environment and business. The topics covered and skills and competences acquired are fully within the scope of academic interests, practical experience and career of the candidate and include: medicinal products use, pharmaceutical and drug information, promotion and advertising, pharmaceutical marketing and management.

All this comes to show that chief asst. prof. Sava Ognyanov has passed the early stages of academic career and has a reputation and standing among faculty and students alike. The preparation of and the participation in the teaching in English promotes the national and international recognition of the laboratory, the faculty, and the university.

The documents submitted contain evidence of the active and in-depth work of the candidate with students at the CPF. A total of 6 (six) publications are co-authored by students, half of those

publications being published in peer-reviewed scientific editions indexed in globally renowned databases. There are 12 participations in scientific forums with projects involving students. Four of those projects are upcoming. They have been approved by the Scientific Committee and are included in the agenda of the 7th Congress on Pharmacy with international participation that will take place at the end of November 2019 in Borovetz Resort.

The recognition and the active collaboration with student teams help promote the reputation of faculty, attract young and ambitious students excelling in the academic endeavor and should be an important criterion in reviewing the achievements of the candidate.

The set of documents submitted shows that Ognyanov has command of English and Russian, skills of and drive for leadership, management, excellent communication and work skills, including in multicultural environment, as well as strong personal motivation.

In this part of the review I would recommend that Mr. Ognyanov, following habilitation, focus together with the rest of the laboratory team on the preparation and publishing of teaching materials for students and PhD students – guidelines, practicums, textbooks, etc., on the taught disciplines, for the purposes of establishing himself as a reputable faculty member and realizing his full potential.

In conclusion, I value highly the professionalism and pedagogic skills, the theoretical and practical standing as faculty member of chief asst. prof. Ognyanov.

I believe that the candidate has clear contributions in terms of the development of university education in medical and social as well as scientific and practical disciplines at the CPF of St. Kliment Okhridsky Sofia University.

Scientific Research Activity

Chief asst. prof. Sava Ognyanov has submitted for review a total of 62 full-text publications not included in the procedure for the PhD, that are classified as follows:

- Monograph/habilitation paper on: Key Principles and Trends of Reimbursement with Public Funds of Medicinal Products for the Treatment of Cardio-vascular Conditions in Bulgaria;
- Publications, as a stand-alone chapter in a collective monograph – 39 items, dated from 2001 onward; thereafter there is a stable and sustained publication activity;
- Publications in peer-reviewed scientific editions indexed in globally renowned databases with scientific information – 22, of which four to be printed, six in 2019 alone, only one in Bulgarian;
- Publications in non-peer-reviewed scientific editions – 58, which I acknowledge for the sake of information and as proof of the active publication activity of the candidate, as evidence of the abilities for exploring issues that are interesting and topical for science and practice alike, of awareness on the part of the scientific community of the strength of the author and the teams he is part of;
- Other – 5 in total, of popular science nature.

The main thematic area of the publications is medico-social, and this is fully consistent with the scope of the academic specialty of the announced competition and supports the record of the

contributions of the author. I would like to focus in more detail on the academic contributions of the candidate that categorically and by much surpass the minimum national requirements for the academic position of associate professor.

The academic contributions of the candidate are presented in SIX main groups, some with varying weight, while others grouped up rather mechanically. For me, within the framework of evaluation of the publication activity of the candidate the scientific output in the following areas is notable:

- Group One Contributions – here the topics of health insurance and drug policy are prominent; they are substantiated with a total of 38 articles/abstracts/reports and include studies and conclusions that are diverse, in-depth and of national significance, on insurance models, access, pricing and reimbursement of medicinal products. Periodicals include works from 2013 to 2019, three under publication, two in English. Other topics in the group relate to verification of medicines, hospital management, radiopharmaceuticals etc.
- Group Two Contributions – the lead topics are pharmacoeconomics and health technology assessment; there are only five items here, yet the majority are in English. Particularly impressive is the latest article on the assessment of quality of life.
- Group Three Contributions – the main topics are marketing and management, in 10 publications over a nine-year period; four are in English, half are in the form of participation in scientific and training forums. Presented and analyzed are fundamental marketing models and strategies for the application thereof; trends in management and development of pharmacies are analyzed too. An original study is the submitted report with an abstract on the practices of employing students on part-time basis which was met with a lot of interest on the part of the attendees of the National Student Conference on Pharmaceutical and Chemical Sciences that took place in the spring of 2019 in Sofia.
- Group Four Contributions – leading topics are on pharmacovigilance and drug safety. There are 10 scientific articles and reports from participations in conferences presenting in-depth studies of trends and evidence of pharmacovigilance or drug safety monitoring in the context of the new post-2012 regulations in the EU. Retrospective and prospective non-interventional studies of biological medicinal products are carried out. This is substantial contribution not just by virtue of being the first type of research with deployment of the non-interventional study instrument in this country but also because the matter is still a subject of conceptual and theoretical debate and queries in specialized literature. Publications in English prevail, and two are being accepted and under publication.
- Group Five Contributions – the main thematic area is pharmacotherapy of conditions with social significance. The scientific output of the candidate is quite massive (a total of 52 titles). Analyzed and covered are the contemporary therapeutic approaches, algorithms and novel indications of medicinal products that are already established in clinical practice, with a focus on the ones with action on the cardiovascular system. There are articles with overviews, original data from clinical trials, as well as attempts of systematic meta-analysis in connection with the needs of therapeutic behavior and rational choice of drug therapy. I believe that the topics of clinical pharmacy and pharmaceutical care here are with a weak presence and the connections are more by association with leading publications in this group.

- Group Six Contributions – these are characterized by the candidate as varia and “History of pharmacy”. There are eight items here, only two in the area of chemistry – instrumental methods for pharmaceutical analysis, those being outside the scope of the contest. The author demonstrates particular interest in historical studies; in-depth and cross-sectional studies are made on hospital pharmacy, pharmaceutical education, female pharmacists, and for specific regions of the country. In this respect the contributions are significant and I value them highly because to a considerable extent they can be used for teaching purposes too.

A total of 123 publications are presented in support of the formulated contributions of the candidate in the contest. Effectively 121 are on the topic. Over the period between obtaining doctor’s degree and appointment as chief assistant professor with the CPF, Ognyanov has had serious publication activity – 87 articles and participation in scientific forums. The average monthly publication intensity rate is 2 articles/participations. This is a testimony of a serious attitude and high priority of academic pursuit and engagement for the candidate. For example the publications supporting the contributions from group four – drug safety, date solely from the post-PhD period and after obtaining the chief assistant position at the CPF.

In 20 of those publications (16.5%) the candidate is lead author and predominantly second in the rest, the main areas of his competence and specific skills being clearly identified. Two publications are in periodicals with an impact factor.

A reference from the Central Medical Library on citations reveals 11 positive citations of the academic and publication activity of the candidate.

There is no statement available from the candidate on citations in Google Scholar database and the h-index and i10-index of the author.

I accept the presentation of the contributions on scientific areas and priorities. At the same time it would be very feasible, for objective assessment of the works, to group the contributions as follows: theoretical science, applied science, contributions promoting education and education establishments, and contributions to the regulatory and pharmacotherapeutical practice. Out of the areas presented and the main contributions I would like to emphasize the importance of the contributions of the author in the field of applied science for the contemporary pharmacotherapeutical practice, governance models and approaches, marketing and interrelations among individual branches of modern social pharmacy.

Details are presented on participation in two science projects: Project BG05M2OP001-2.009-0028 "Achievement of optimal environment for education, research, innovation and sustainable development of the human source in the field of chemical sciences: Adaptation of the today education for tomorrow" and project "Study of the System for Reporting Adverse Drug Reactions among Pharmacists and Patients in Bulgaria 2017" under an agreement with University Scientific Research Fund of St. Kliment Okhridsky Sofia University .

Administrative Activity

Chief asst. prof. Sava Ognyanov has a multi-faceted and extensive experience and is active in the contexts of business, administration and professional association work. Since 2016 he has successfully combined teaching, research, and business management. For one mandate he served as Deputy Chair of the Managing Board of Bulgarian Pharmaceutical Union, for more

than a year and a half has been a member of the Consultative Board with the Ministry of Finance and subsequently with the Ministry of Health, for eight years he has been member of the Managing board of the Professional Association of Hospital Pharmacists; since March 2019 he has been member of the Managing Board of the Bulgarian Generic Pharmaceutical Association.

These positions, as versatile in nature and scope as they are, the numerous activities and duties, along with the substantial experience, allow Ognyanov to fulfill his potential in terms of high-level organizational and management skills. As business manager and representative of non-governmental organizations and associations, Sava Ognyanov has participated in numerous national and international meetings, working groups, committees and boards involving high degree of responsibility that need not be, and cannot be, listed exhaustively for the purposes of the review.

Conclusion

The documents and facts presented prove that chief asst. prof. Ognyanov is an accomplished academic, expert, and specialist in the scientific area of the competition who successfully combines teaching and research with the duties of business manager. Mr. Ognyanov has gone through the stages of his academic development and has always been an active and responsible participant in the academic and scientific domain, as well as in business projects of the CPF of St. Kliment Okhridsky Sofia University, Bulgarian Pharmaceutical Union, business entities, etc.

Based on the facts presented in my review, my personal impressions, the public and professional record, the opinions and the evaluation of the moral and ethical qualities of the candidate, I believe that the academic and scientific activity of chief asst. prof. Sava Ognyanov, PhD, MSc Pharm, are fully in line with the requirements for the academic position of **“Associate Professor” in “Social Medicine and Organization of Healthcare and Pharmacy” with the CPF of St. Kliment Okhridsky Sofia University** and I give unreservedly my **positive review**.

Pursuant to the Development of Faculty in Bulgaria Act (DFBA), the Rules for the Implementation of the Development of Faculty in Bulgaria Act (RADFBA) and the Rules on the Terms and Conditions for Habilitation and Holding of Academic Positions at St. Kliment Okhridsky Sofia University, I hereby propose that the Members of the Honorable Academic Jury vote in favor and propose to the Faculty Council of the CPF to elect as **“Associate Professor” chief asst. prof. Sava Ognyanov Georgiev, PhD, MSc Pharm in “Social Medicine and Organization of Healthcare and Pharmacy”** in higher education area 7. “Healthcare and Sports”, professional area 7.3 Pharmacy, for the needs of Social Pharmacy Academic and Scientific Laboratory of the Faculty of Chemistry and Pharmacy of St. Kliment Okhridsky Sofia University, promulgated in State Gazette, issue 52/02.07.2019.

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