

REVIEW

OF THE SCIENTIFIC PAPERS OF DOC. DR. NEVEN YORDANOV ENCHEV VON GOLDENBURG, DM, FOR PARTICIPATION IN A COMPETITION FOR THE ACADEMIC POSITION OF ADMINISTRATION AND MANAGEMENT PROFESSOR AT THE HIGH SCHOOL OF SECURITY AND ECONOMICS-PLOVDIV FOUNDED IN STATE GAZETTE ISSUE No. 99/ 13.12.2022

On the number 99/2022 announced in the State Gazette and opened by order 92/27.02.2023. of the Rector of VUSI-Plovdiv competition, the only candidate is Assoc. Dr. Neven Yordanov Enchev von Goldenburg, dm. The deadlines for holding the competition have been met and the submitted documents have complied with the requirements.

I. BRIEF BIOGRAPHICAL D ANNS

Assoc. Dr. Enchev Von Goldenburg was born on 25.05.1970 in the city of Plovdiv. Married, with two daughters.

EDUCATION

- Plovdiv Medical University - from 1990 to 1996.
- Work under the ZIHOGA program in Munich, Germany - 1996-1999.
- Master's degree in psychology from Plovdiv University "P. Hilendarski" - 1999
- Course in Health Care Management, organized by the World Bank and British Council Bulgaria - 2000.

- Master of Business Administration from Plovdiv University "P. Hilendarski" - 2004-2007.
- Master's degree in Health Management - Plovdiv Medical University - 2012.
- Plovdiv Medical University - Faculty of Public Health 2014. – 2015
- Sofia Medical University - Faculty of Public Health 2016 Educational and scientific degree "Doctor"
- Higher School of Agribusiness and Regional Development Plovdiv Faculty of Economics and Management - ASSISTANT PROFESSOR in Organization and Management outside the sphere of material production (Health Management)

PROFESSIONAL DEVELOPMENT

- Specialization in Obstetrics and Gynecology - 1999.
- Medical representative at “Dr. Tisse Naturwahren” - 2000
- Medical representative in "Merck, Sharp and Dhome" Bulgaria - 2000-2003.
- Medical representative in "Pfizer" Bulgaria - 2003-2007.
- Managing partner in "Medline" Hospital - since 2007.
- Managing partner in "Central Onco Hospital" - since 2012.

CAREER AND CHARITY HIGHLIGHTS

- President and founder of the "Quality of Life" Foundation - since 2009.

The main mission of the foundation is to contribute to the improvement of the quality of life of disadvantaged people, as well as to the integration of children with special needs into society. Some of the foundation's initiatives are:

- "Let's play together" - 2009 - initiative to collect funds for the construction of playgrounds adapted for disadvantaged children
- Sponsorship of the Balkan tennis tournament for disadvantaged people - 2011.
- Supporting single mothers

□ "APOLO" - Institute for physical and psychological development of disadvantaged children, focusing mostly on the needs of children with cerebral palsy

□ Organization of screening for socially significant diseases

□ Author of the book "Human Behavior" - 2012.

• Founder of the Israeli-Bulgarian Institute

• Author of the book "Glossary of the most frequently used terms and definitions in the organization and management of healthcare" - 2014.

• Hot lunch - a charity event in support of people in need in memory of Tsarina Joanna of Bulgaria. Every Friday from 12.00 in front of the Medline Hospital entrance

• Construction of a center for emergency assistance in the event of disasters, accidents and attacks at the Central Hospital

• Foundation of the award "Leakir et a tov" - "Recognition of the good"

• Donation of children's toys in refugee camps

• Commemoration of the anniversary of the rescue of the Bulgarian Jews in the Second World War with a pilgrimage in front of the Monument of Gratitude and the graves of Metropolitan Cyril and Exarch Stefan

• Essay competition on the topic "Saving the Bulgarian Jews" among students from prominent secondary schools in Plovdiv and 12 other cities in Bulgaria

• Cross of tolerance June 8-09, 2015

• Publication of Petar Stoyanov's book - "The Chronicle of a Presidential Mandate"

He is the author of two textbooks for students: 'Economics and financing of health care' and 'Management of human resources in health care'.

He is a member of the National Union of Prehospital Obstetricians and Gynecologists, the Bulgarian Scientific Society of Obstetrics and Gynecology, the National Association for Health Management and Policy in Health Care, BLS, and other prestigious organizations related to his professional activity.

Assoc. Dr. Neven Yordanov Enchev von Goldenburg, dm. has a very good command of written and spoken English and German and has excellent computer literacy.

II. RESEARCH ACTIVITY

At the current competition, Assoc. Dr. Neven Yordanov Enchev von Goldenburg, PhD participated with 39 scientific works, all published after taking the academic position of associate professor, as follows:

- Dissertation – 1
- Author monographs – 2
- Textbooks – 2
- Publications printed in scientific magazines and collections – 35
- Publications under print – 14

There are also numerous participations in scientific conferences and symposia at home and abroad.

It also impresses the candidate's wide range of scientific research.

Summarized data from the works for review show the following position of Assoc. Dr. Neven Enchev von Goldenburg

- First author – 4
- Second co-author – 35
- Third and subsequent co-author –

Regarding bibliographic citations, according to the 2023 reference, Prof. Goldenburg was cited 27 times in Bulgaria, of which 21 in scientific articles and 6 in monographs.

The scientific works submitted for review have the following thematic characteristics:

SECTION 1. Health Management

The largest and most significant part of Prof. Goldenburg's scientific output is devoted to this problem, scientific publications 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24 , 25, 26 and 35. two textbooks for students: "Economics and financing of health care" and "Management of human resources in health care" and his two monographs after taking the academic position of associate professor - "Research on the birth rate among minority ethnic groups in Bulgaria" - 2022, 'Endometrial Carcinoma Risk Management' - 2022

Of those mentioned, I would like to highlight the importance of the two textbooks written by Prof. Goldenburg regarding health management and health management. In the textbook "Management of human resources in health care", the candidate tries to fully cover the main aspects of the problem of personnel management in health care facilities of any type. It creates and offers new models for managing the medical staff and presents the information to its students in a very detailed, but at the same time, systematized way. The factors affecting the working capacity of the staff and their interrelationships were examined. The types of relationships in the collective are systematized, the peculiarities and problems that may arise in it are described. The main methods and means necessary for managing the medical staff are summarized. The basic rules for managing a healthcare facility

are described, personal experience is shared, and unresolved issues are discussed. Considerable attention is paid to the classical methods of personnel management and differentiation of the 'obsolete' ones from the 'evergreen' ones is made. The possible conflict situations are analyzed and practical models are proposed for getting out of them. The risks specifically concerning the personnel in the health facility and the ways to limit them are considered. The main ways to prevent stress in medical teams are described. Algorithms for behavior under stress at work are offered. Special attention is paid to the attitude towards the doctor, as a person. Its place in the modern solution of problems arising in the health care facility is also considered.

Another of Prof. Goldenburg's works, which I would define as contributing, is the monograph 'Risk Management in Endometrial Carcinoma', which attempts to fully cover the main aspects of the problem of endometrial carcinoma disease risk. A thorough historical survey of the subject is made. Frequency, indications, and their interrelationships are reviewed. The types of prevention are systematized, the features and problems of their technical implementation are described. The main methods and means necessary for implementation of prevention, adequate to modern standards in medicine, are summarized. The algorithm and the basic rules for performing the various types of operations are described, the experience of the medical facility, which Assoc. Goldenburg leads, is shared and unresolved problems are discussed. Considerable attention is also given to total hysterectomy, a problem that should always be well known when dealing with endometrial carcinoma. The possible complications of endometrial carcinoma are analyzed and practical models for the outcome of the respective situations are proposed. The risks specifically concerning Bulgarian women and ways to limit them are considered. Algorithms for preemptive behavior are available. Indications for surgery are discussed. Its place in the modern solution of the problem - carcinoma of the endometrium - is also

considered. The possibilities and problems of modern prophylaxis and prevention are also described. The main rules and possibilities for carrying out and.

Other serious problems found a place in the scientific developments of Assoc. Goldenburg are stress at the workplace, reproductive medicine, prevention of mammary gland carcinoma, etc. In all of the listed areas of health management, the author comes out, both with author's developments and with detailed overviews of the topics.

SECTION 2. Obstetrics and gynecology

The second topic with a great impact in the scientific research activity of Assoc. Goldenburg is the problems of obstetrics and gynecology. Scientific papers 1, 2, 3, 4, 5, 6, 7, 8 and 9 are devoted to these topics. The publications on the topic skillfully combine and include data from a number of disciplines, such as: public health, organizational behavior and economics , as well as own experience from the activities of the Multispecialty Hospital for Active Treatment "Medline Clinic" JSC - Plovdiv and MBAL "St. Mina" EOOD - Plovdiv.

Also of interest is the monographic work number 2, which examines the frequency of cesarean section on demand. The candidate emphasizes that the development of medicine over the centuries, and in particular of surgery, has led to a significant evolution of indications for caesarean section. If in Antiquity the most frequent, and sometimes the only, indication for performing the operation was the death of the pregnant woman, then in the Middle Ages, almost until the beginning of the twentieth century, only the conditions that made the removal of the fetus through the birth canal of the woman were accepted as indications absolutely impossible, neither alive nor crushed, etc. absolute indications, today cesarean section has become the most applied operation in the world. Assoc. Goldenburg

describes in detail and carefully analyzes the reasons that led to the widespread popularity of cesarean sections in modern medicine.

An object of marked interest is work number 91, which examines and summarizes the opinion of Bulgarian women regarding the additional payments for caesarean section. In the analysis of the obtained results, the candidate finds that the majority of women are of the opinion that it is proper to pay extra, but only when choosing a team. Almost half as many were women who believed that C-sections should be completely free, followed by those who thought it was normal to have to pay for a C-section regardless of whether there was a choice of team. These established trends are very important in relation to the overall analysis of the problem of co-payments in healthcare in Bulgaria.

SECTION 3. Demographics

This is another of the areas of social science considered in the candidate's scientific research and publications, and various aspects of this topic are touched upon in monographic work #2. Demographic problems have been examined mainly from their socio-medical side.

Almost all aspects of the problem of the birth rate among the Roma are covered in depth and in a variety of ways in the monographic work 'Study of the birth rate among minority ethnic groups in Bulgaria, Study of the Roma birth rate', which begins with an overview of the cultural characteristics and problems of the Roma around the world. The peculiarities of the Roma ethnic group in Bulgaria and problems hindering its integration are analyzed. A socio-economic characterization of the Roma ethnic group in our country has been made, starting with the economic status of the Roma. the education of the Roma contingent is analyzed. The socio-economic status of the participants in the study was studied. An analysis was also

made of the attitude of the health and social system towards the Roma birth rate. The author also makes a demographic characterization of the studied contingent, including age characteristics of the participants, age structure of Roma families, etc. The age of initiation of sexual life among Romani women is studied, as well as the age of initiation of family life. The demographic awareness of the Roma is also studied. The main part of the work is the analysis of the reproductive behavior of the Roma ethnic group in Bulgaria. The main factors affecting the reproductive behavior of the Roma are studied - economic factors, education, the age of starting sexual life as a factor affecting reproductive behavior, the age of having a first child as a factor affecting reproductive behavior, acceleration, psychosocial factors and medical-biological factors. A thorough analysis of the birth rate among the ethnic group studied was made, including a study of the intervals between births. Age at first birth and length of intergenetic intervals were studied. Another of the main studied indicators is the total number of live births. The maximum permissible age for the last birth in the opinion of the respondents is also studied. The education and professional commitment of the Roma in our country have been analyzed as factors influencing their reproductive behavior. A large part of the work is devoted to the analysis of family planning among the Bulgarian Roma. The number of children previously planned by the Roma, the ideal number of children according to them, the actual number of children, the retrospective number of children, the desired number of children, the additional desired number of children, as well as the ideas of the Roma about a "Big Family" are studied. The methods used by the Roma to regulate fertility, such as abortion on demand and contraception, have also been studied.

SECTION 4. Surgery

This section includes a total of 17 papers (Nos. 27, 28, 29, 30, 31, 32, 33 and 34), which are co-authored by specialists in surgery. In the section, joint interdisciplinary studies with obstetrician-gynecologists and surgeons are mainly indicated. The indicated overview observations are interesting and describe both common and socially significant diseases and frequently applied operative techniques.

III. CONTRIBUTIONS

I can define the scientific contributions of Prof. Neven Enchev von Goldenburg in the following way:

1. Contributions to Health Policy and Management;
2. Contributions to Public Health;
3. Other contributions;

Among which I would like to highlight his contributions to health policy and health management.

Contributions to Health Policy and Management;

- Researches and analyzes the quality management models of hospital care in Bulgaria
- Systematizes a huge database of information about communication patterns in medical teams.

- Proposes policies for improvement and sustainable development of quality in hospitals
- Creates models for organization and quality management of admission, diagnosis, treatment and care for hospitalized patients
- Offers models for improving the competence of hospital staff

CONCLUSION:

Assoc. Dr. NEVEN YORDANOV ENCHEV VON GOLDENBURG, DM is 52 years old, has a total of over 60 scientific publications and five monographs in the field of Health Management, Public Health, Psychology and Social Medicine. He has the scientific and educational degrees Doctor of Medicine, and four master's degrees, respectively in Medicine, Health Management, Psychology and Business Administration. Actively working as a health manager and manager of a medical institution, his scientific interests were multidirectional and reflected in his scientific and professional development.

Assoc. Dr. Enchev Von Goldenburg, PhD, has a good scientific output and is building himself up as a scientist with good research experience.

Based on all of the above, I believe that Assoc. Dr. Enchev Von Goldenburg, MD has the necessary scientific and professional qualities and meets the requirements to occupy the academic position of PROFESSOR in the scientific specialty 'Health Management' at the Higher School of Security and Economics, Plovdiv.

03/06/2023 Reviewer:

city of Plovdiv /prof. Dr. Petar Petrov, PhD/