

STATEMENT

on a dissertation on a topic
"Need for marketing culture as a management function in hospital management"
of Dr. Anton Petkov Petkov
for awarding the PhD degree
in the scientific specialty "Social Medicine and Health Management"
Prepared the statement: Prof. Plamen Stoyanov Dimitrov, MD, PhD
Elected a member of the scientific jury by order № RD-67 / 05.02.2020 of the
Director of the National Center for Public Health and Analysis

Relevance of the topic

In recent years, the relevance and importance of marketing in healthcare has increased. In the scientific literature in recent years there has been a significant increase in publications emphasizing the importance of marketing, outlining its nature and mission - it is responsible for identifying, anticipating and effectively meeting the needs and requirements of patients in the treatment sector of the health system. Globally, marketing is becoming a mandatory element of health management. According to most authors, marketing is a management process in market conditions. However, it is still understood in a very limited context as an advertising activity and is unfortunately underestimated by health managers in our country. It should be clearly emphasized that marketing is a particularly important factor in the hospital sector. The presented dissertation is undoubtedly relevant and has an undoubted contribution to the development of the theory and practice of marketing in hospital management.

Characteristics of the dissertation

General presentation of the dissertation

The dissertation is presented in a volume of 117 pages and is illustrated with 4 tables and 10 figures. It is structured on a modular principle, containing introduction, literature review, purpose, tasks and methodology, analysis of results, summary of results, general conclusion - conclusions, recommendations and contributions, literature, application.

Literature review

The literature used includes 121 titles, of which 81 in Cyrillic and 40 in Latin. In this part of the dissertation, Dr. Petkov reviews the nature and role of marketing as a management process. The definition and characteristics of the marketing culture are presented as a concept. The specific features of the application of marketing approaches in healthcare are discussed, emphasizing the growing need for a new marketing culture in the management process of the hospital. An important element of the literature review is the presented analysis of the market and consumer behavior, as well as the theoretical presentation of socio-ethical marketing as a new direction in the theory and practice of marketing. The author shows high awareness and knowledge, as well as in-depth skills to analyze and interpret scientific literature. Analyzing the data from the literature review, the doctoral candidate logically formulates the goals and objectives of his research.

Purpose and tasks

The dissertation aims to justify the growing need for more effective use of marketing as a factor of effective management in the hospital in the interest of improving the quality of hospital activity on the basis of specific literature and empirical analysis of the level of marketing culture and awareness of management and medical staff in modern market conditions.

To achieve this goal, the doctoral candidate has set four main tasks: 1. To make a literature review on the problems of marketing in the hospital. 2. To analyze the specific role of the marketing approach in healthcare. 3. To make an analysis of the results of a study of the marketing culture in a public and private medical institution. 4. To compare the analysis of the marketing culture in a public and private medical institution. 5. To prepare proposals for more effective use of marketing as a factor of effective management in the hospital in order to improve the quality of hospital activities.

Materials and methods

The study included 306 hospital staff (doctors and nurses - 206 from two public hospitals and 100 from two private hospitals) and 340 patients treated in these hospitals (240 in public hospitals and 100 in private hospitals). The following main methods are used for collecting and processing the information: Documentary -

analysis of available official documentation; Sociological - conducting a direct individual anonymous survey; Statistical methods.

Results, conclusions, contributions and recommendations

The results of the study on staff and patients, separately for public hospitals and private hospitals, are presented.

The results show that awareness of the marketing approach is significantly higher in private hospitals. Private hospitals have a better relationship with the outpatient sector than public hospitals. This is due to their stronger and better organized motivation to seek patients, which necessarily requires overcoming the narrow confines of the hospital and to establish a strong creative connection and coordination with the outpatient network. The interviewed patients from the private hospitals have a higher preliminary awareness of the incoming patients about the types and quality of medical care provided by the hospital. As a general finding, an insufficient marketing culture is established in the studied hospitals. This is a factor that seriously complicates the overall management process in hospitals and does not contribute to high efficiency.

The presented conclusions in a synthesized form summarize the obtained results.

The formulated recommendations are directed to the management teams of the hospitals - directors / managers, their deputies, directors of the economic part, heads of hospital structures, head and senior nurses, public relations and others.

In conclusion, the author formulates 9 contributions, which I accept.

Scientific publications in connection with the dissertation

Dr. Anton Petkov has 4 scientific publications in connection with the dissertation. In all publications Dr. Petkov is the first author, and in two of them he is an independent author.

Abstract

The abstract of the dissertation for the acquisition of PhD by Dr. Anton Petkov reflects the essence of the dissertation, and it synthesizes the main points of the dissertation, the results achieved, the conclusions and contributions.

The paper is structured and prepared according to the requirements of the Law for development of the academic staff in the Republic of Bulgaria, the

Regulations for application of the Law on the Development of Academic Staff and the Regulations for the conditions for acquiring scientific degrees and holding academic positions in NCPHA.

CONCLUSION

I positively evaluate the presented dissertation. The reason for this assessment is the topicality of the issue, the importance of the set goal and tasks, the used modern methodological approach, the volume of precisely performed and interpreted research work. The dissertation contains important scientific and applied results, many of which can be used in hospital management.

The dissertation fully meets the requirements of the Law for development of the academic staff in Bulgaria, the Regulations for application of the law for development of the academic staff in Bulgaria and the Regulations for the conditions for acquiring scientific degrees and holding academic positions in NCPHA for awarding PhD degree in the scientific specialty "Social Medicine and Health Management".

The above considerations give me reason to suggest to the members of the esteemed jury to highly appreciate the dissertation and to vote positively for the award of the PhD degree to Dr. Anton Petkov Petkov.

10.02.2021 .

Prepared by:

Prof. Plamen Dimitrov, MD, PhD

