



The management of **MU-Plovdiv** constantly monitors and analyses information about internal and external factors, circumstances, and events that are important for the quality of education, scientific achievements, and the realization of the trained personnel. The strategic focus of the Management is to strive to influence the ability to achieve the desired results of the Quality Policy and objectives by maintaining the implemented and certified Quality Management System (QMS).

The mission of **MU – Plovdiv** is primarily focused on training highly qualified medical specialists, developing scientific achievements, and realizing the potential of its staff.

The university management monitors and analyses information related to *external and internal circumstances, stakeholder expectations*, and their respective requirements.

Circumstances may include positive and negative factors or conditions and circumstances to be taken into account.

INTERNAL CONTEXT

This is the environment in which the organization strives to achieve its goals. *The internal environment* is related to the mission, goals, values, and culture, knowledge and experience at the university, management approach and principles, contractual relationships with customers, partners, suppliers, and other stakeholders, the complexity and risks of processes, and ways to prevent them through an adequate organizational structure.

➤ **Information resource management** – adequate management of processes, risks, and actions to minimize based on registered data/records/and other types of knowledge.

➤ **Financial resource management** – effective and efficient use of available capital to implement current and future activities of the University.

➤ **Management of material resources** – maintenance of buildings and technical equipment.

➤ **Human resources management** – selection of highly qualified teachers, staff and trainees, support staff and continuous improvement through training. Improving the qualifications of teachers and support staff.

EXTERNAL CONTEXT

This is the environment in which the university operates, i.e. the environment outside the organisation. *The external environment* is related to circumstances arising from the legal status of the organisation, developments in science and practice, the level of competition, market conditions, social and economic conditions.

➤ **Level of scientific development and technological innovations in the field of medicine and healthcare** - implementation of the latest technological achievements in education and scientific activity.

➤ **Knowledge of competition from other medical universities** offering the same or similar educational programs.

➤ **Monitoring economic conditions** – inflation rate, interest rates on loans, monitoring cash inflows – understanding and taking action to minimize losses.

➤ **Monitoring political processes** – on a daily basis, as they could affect clients (medical institutions, health institutions, society) and/or the university.

➤ **Observing the public value system** – monitoring customer reactions to the specialties offered, the quality of training, and the performance of trainees. Their change over time is relevant to the nature of relationships with other the interested parties.

➤ **Observation of social processes** – demographic characteristics, *migration, pandemic and epidemic situations*, etc., which affect prospective students and staff at MU-Plovdiv, expectations and attitudes in society, needs related to the health status of the population.

➤ **Climate process monitoring** – observing climate change and organizing research and training processes in a way that protects environmental factors.

➤ **Changes in climate change** – will not seriously affect the achievement of the planned results of the scope of the QMS and the objectives of the interested parties.

Based on the analyses of internal and external factors and circumstances, the management carries out operational and strategic planning for the development of the Quality Management System /QMS/ and for better satisfaction of the requirements of customers and interested parties.



MU – Plovdiv constantly strives to provide personnel who meet the requirements of society and other interested parties and comply with the requirements of the applicable regulations for the Republic of Bulgaria and the EU.

The management has identified **the interested parties** that influence the QMS:

- ✓ **Customers/medical institutions, healthcare institutions, society/** – *provision of trained, highly qualified staff.*
- ✓ **Staff** – *safe and appropriate working conditions, career development opportunities, and regular motivation /salary/.*
- ✓ **Partners** – *loyal relationships and timely communication in case of problems.*
- ✓ **Suppliers** – *loyal relationships and timely payments.*

- ✓ **Owners** – *self-sufficiency, minimization of losses, application and implementation of scientific achievements, attraction of funds for/from scientific activity, responsible staff, more satisfied customers and partners.*
- ✓ **Regulatory bodies** – *provision of trained personnel responsible for the health of Bulgarian citizens in compliance with regulatory acts.*
- ✓ **Society** – *need for trained and responsible personnel dedicated to meeting the expectations of the people in the country.*
- ✓ **Competitors** – *striving to attract more and better-quality trainees.*

The scope and subject of certification are:

"University education for educational qualification degrees: professional bachelor's degree; bachelor's degree; master's degree; scientific and educational degree of doctor; postgraduate education and professional training. Scientific research activity in the fields of medicine, dentistry, pharmacy, public health, and healthcare."

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