



Author First, Quality First

The most comprehensive description of the general context ~~which that~~ requires ~~one form of another,~~ doctors ~~creating to create~~ a personal brand ~~is to be found in Iordache Iordache Lordache and Breda (2013),~~ which ~~refers includes four contexts to:~~ ~~In the Technological technological~~ context ~~access to technology,~~ ~~both by the~~ patients and doctors, can ~~become be~~ a competitive advantage, more important than ~~previous~~ knowledge gained by the doctor. ~~And,~~ ~~as~~ As technology becomes more widely available, the doctor ~~will must~~ be differentiated ~~through something else to his from their~~ colleagues, to attract patients ~~to services provided by him;~~ ~~In the The~~ global context ~~in Romania,~~ ~~medical professionals it has have~~ begun to talk about medical tourism. ~~It is known that The reputations of~~ Romanian doctors ~~reputation went travel~~ far beyond the country. The local context encompasses everything that happens in the political, social, economic, and financial environment; even the media serves to influence the Romanian health system. Doctors should therefore ~~take into account consider these areas these changes to~~ build a better ~~picture image as~~ among patients. ~~In the informational background context, the the Internet internet~~ and social media allow potential patients ~~more~~ access to information ~~practically every patients today thinks he knows everything about his symptoms, potential illnesses, about the most effective treatments, about doctors, and about healthcare providers,~~ ~~and C consequently onsequently,~~ these patients ~~appear come to before a the~~ doctor with a certain level of expectation.

**Comment [A1]:** A normal edit ensures that extra information is removed from the text, retaining only the necessary text in order to keep it concise.

**Comment [A2]:** "And" should not be used to start a sentence in formal writing as it is used more in spoken English. We have deleted it.

**Comment [A3]:** The subject of the sentence should be clearly mentioned for clarity among readers. Here, we have revised "it" to "medical professionals" to clearly mention the subject.

**Comment [A4]:** In American English, a comma (called serial or Oxford comma) is inserted before "and" in a series of three or more items.

**Comment [A5]:** Using "about" here was highly redundant, which should not be used in academic manuscripts. We have deleted it from all the instances in this part.

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