The most comprehensive description of the general context ~~which~~ that requires~~, one form or 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. ~~;~~ ~~I~~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~~ know~~s 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.

SAMPLE

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