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

Comment [A1]: Academic writing should not contain lengthy and wordy sentences as they can hamper clarity. The sentence has been divided into two to introduce clarity and better formal expression.

Comment [A2]: Emphasizing the correct information is necessary to clearly convey the intended meaning. We have revised this instance to add emphasize the point made by the author.

Comment [A3]: "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 [A4]: When the dependent clause comes before the independent clause, use a comma to separate the two.

Comment [A5]: 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 [A6]: A substantive edit ensures that the sentence structure is made concise and formal while maintaining the meaning.

SAMPLE

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symptoms, potential illnesses, ~~about~~ the most effective treatments~~.~~, ~~about~~ doctors~~,~~ and ~~about~~ healthcare providers~~, and~~. C~~onsequently~~onsequently, ~~these patients~~they ~~appear~~ come to ~~before~~ a ~~the~~ doctor with a certain level of knowledge and expectation.

Comment [A7]: 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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