



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 brands, 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. ~~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.

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~~symptoms, potential illnesses, about~~ the most effective treatments, ~~about~~ doctors, ~~and about~~ healthcare providers, ~~and~~ ~~consequently~~ ~~consequently~~, ~~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.

SAMPLE

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