The most comprehensive description of the general context which required one form or another: doctors creating to create a personal brand is to be found in Lordache Iordache and Breda (2013). which refers includes four contexts. In the Technological context, access to technology, both by the patients and doctors, can become a competitive advantage, more important than previous knowledge gained by the doctor. And 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 global context, in Romania, medical professionals it has been 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 among patients. In the informational background context, the Internet and social media allow potential patients more access to information. Practically every patient today thinks he knows everything about his symptoms, potential illnesses, about the most effective treatments, about doctors, and about healthcare providers. Consequently, these patients appear to come to before the doctor with a certain level of expectation.