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