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The importance of the professional personal brand. The doctors' personal brand

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Abstract

Against the background of a thorough specialization, any professional, no matter his/her specialization, has to build around and for himself strong integrated and marketing campaigns, which should shed light on him/her and make him/her eligible for the consumers of services from his/her area of specialization. The personal brand is what a person wishes to do in order for him/her to escape the anonymity of his/her profession, to become visible in a certain circle or for a particular cause. The cover is important, but the content is essential, as it is the one that gives the final touch to the product and/or services.

As regards the medical field, the evolution of the medical system in Romania and, even more so, the existence of private medical services are factors against which the imposing app, the reputation, the fame of a doctor work as an elegant and outstanding label placed in front of the consumers.

Unlike other types of services, medical services, including doctors, no matter their specialization, have that particular feature of being evaluated by the consumers only from the point of view of perception, few of them having the necessary competences to make an objective assessment.

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1. Introduction

The public health system from Romania is subject to a double change pressure. On the one side, the need for reforms is accounted for through the necessity for adaptation to the framework and exigencies imposed by the European integration at all the levels, and also of the exigencies imposed by the patients, who start to know and choose specialists by their fame and reputation, even in a field as sensitive as the medical one. On the other hand, the need for reforms is generated by the evolution of medicine itself, of the society in general and of the modern systems of managing different public sectors in particular, need that configures the change tendencies that take place in other developed countries as well.

The choice the patient makes regarding a doctor is the result of the degree of satisfaction of other patients, in the case of a first examination, or of one's own perception, starting from the second examination onwards.

Therefore, against the background of the consumer's free will regarding choosing a doctor, an important emphasis is placed in contemporary Romania on the personnel deficit in the medical field (mainly as a result of the migration of professionals from the area of health and partially of the current policy of blocking the advancements from the health system), on the insufficient professional formation of part of the personnel involved in the patient's care, which leads to great variations as far as the medical practice, as well as the clinical results obtained are concerned or the lack of qualified personnel in the field of the systems of hospitalization quality.

We record the current situation of the doctors' migration according to counties in

Table 1: The percentage of physicians emigrated from the total of physicians, per county

Percentage (%)	Counties (%)
Less than 1 %	- Arges, Bistrita-Nasaud, Braila, Brasov, Calarasi, Dolj, Galati, Ialomita, Mures, Prahova, Suceava, Tulcea, Vaslui, Vrancea
1-2 %	- Botosani, Caras - Severin, Covasna, Dambovita, Gorj, Harghita, Mehedinti, Olt, Teleorman, Valcea
2-3 %	- Alba, Bacau, Buzau, Giurgiu, Maramures, Neamt, Salaj, Satu-Mare, Sibiu, Sectorul agricol Ilfov
3-4 %	- Bihor, Cluj, Constanta, Timis, mun. Bucuresti
4-5 %	- Arad
over 5 %	- Iasi

Source: *cursdeguvernare.ro*, available at: <http://cursdeguvernare.ro/quo-vadisdoctore-i-cu-cat-finanteaza-romania-sanatatea-europei.html>

2. Literature Review

Tom Peters, also known as the father of the post-modern corporation, created the new manner of thinking in terms of management due to his energy, style, influence and ideas. Tom Peters is on one of the first places in the global classification of the most influential business thinkers. At the beginning of the 2000s he wrote an article, „The Brand Called You”, that revolutionized the concept of personal brand. In this article he tackles the issue of the *Individual's Era*, where the emphasis is placed on the personal brand. The management specialist describes a world of brands, where we are defined and perceived through their prism; however, things will be different the moment we admit to the importance of the “EU” brand. According to Peters, the success of a contemporary business is given by the force of the personal branding, the partnership relationship being one based on personal interaction rather than on competence.

The doctors' personal brand becomes easier to build as the specialization and specificity degree is higher, given that a brand has a distinct position in the client's mind, based on the experiences from the past and future associations and expectations. It is a shortcut for differentiated attributes, advantages, beliefs and values, that are complexly reduced, simplifying the decision-making process. A brand is emotional, it has personality and gains its clients' hearts and minds (Comanescu, I., 2009).

The human resource, either possessing the personal brand or not, represents the most important resource

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