

Subject: Motivational Letter for ManagiDiTH Program

Dear Admissions Committee,

I am writing to express my sincere interest in the **ManagiDiTH** program. As an ICT professional with a passion for leveraging technology to improve people experience, I am excited about the opportunity to learn and contribute to this program, which I believe will provide me with better skills to lead digital innovation on the health sector.

1. Why ManagiDiTH?

The intersection of healthcare and digital innovation has always fascinated me. The ManagiDiTH program's comprehensive curriculum, which covers topics from the health sector skills, societal skills, and digital skills, aligns perfectly with my career goals. I am particularly drawn to the digital projects' best practices in healthcare.

2. Personal Motivation and Career Goals

- **Patient-Centric Approach:** I've large experience in client relationship management projects, and I see many healthcare organizations with a lack of a patient-centric approach. As a functional consultant working on process optimization at hospitals, I witnessed the impact of well-implemented digital solutions on patient care as well as the patient routes and onboarding procedures. I believe that effective management of digital tools, using data, can enhance efficiency and improve each patient experience.
- **Passion for Innovation:** Simple ideas may solve big challenges. Applying design thinking activities and ideation techniques in co-creation is a fantastic journey to innovate transform for better operations. I am eager to deepen my knowledge in areas like digital healthcare services design.
- **Leadership Ambitions:** I currently lead digital transformation initiatives within healthcare organizations. ManagiDiTH's emphasis on leadership and change management resonates with my vision.

3. Relevant Background and Qualifications

- **Academic Achievements:** I hold a degree in Electrotechnical/ Telecom Engineering. Very much tied to the informatics field this course gave me an Engineering mindset and a rational approach to digital problem solving. I also hold an MBA and an executive program in management and leadership.
- **Skills:** I've a consulting expertise in customer experience management, business process optimization, adoption change management and project management.
- **Work Experience:** Currently I create solutions for business challenges, and I do presales and sales of digital transformation projects. During my professional journey I've been functional consultant, project manager, solution architect and strategic consultant. I've been working with public and private health organizations since 2018. This experience reinforced my belief in the power of digital tools in the health sector, and the need of continuous digital skilling initiatives for healthcare field workers.

4. Why I Am the Ideal Candidate

- **Interdisciplinary Mindset:** My background in both healthcare and technology equips me to bridge gaps between health professionals, IT professionals, and administrators.
- **Adaptability:** I thrive in dynamic environments. My ability to learn quickly and adapt to new technologies or new processes will contribute to the program's success.
- **Global Experience:** Having worked with diverse industries and geographies gave me a privileged vision on the people's problems and a critical thinking approach to fix it.

5. Conclusion I am enthusiastic about joining the ManagiDiTH program and collaborating with fellow students and faculty members. Thank you for considering my application. I am confident that this program will empower me to drive positive change in healthcare through digital innovation.

Sincerely,

Nuno Miguel Infante Alves