

Subject: Application for Master's Degree Managing Digital Transformation in the Health Sector

Dear Admissions Committee for the ManagiDITH Master's Programme,

I am writing to express my enthusiastic interest in joining the Master Course in Digital Health Transformation. After thorough research and consideration, I am convinced that this program aligns perfectly with my academic background, professional aspirations, and passion for leveraging technology to revolutionize healthcare.

As a dedicated clinical psychologist currently working within the Portuguese National Health Service, I have a strong desire to integrate technology into mental healthcare. I am excited about the prospect of expanding my knowledge in this rapidly evolving field so I can enhance my skills using digital technologies to optimize healthcare delivery and improve patient outcomes.

I have always been fascinated by the potential of technology to improve lives. Throughout my career as a Psychologist, I became increasingly aware of the profound impact that digital innovation could have on healthcare systems around the world. I have witnessed firsthand the challenges faced by both patients and healthcare providers in accessing and delivering mental healthcare services. I have also observed the limitations and gaps in traditional mental healthcare delivery systems. While traditional methods have proven effective, there remains a pressing need to innovate and adapt to the evolving landscape of healthcare, particularly in the realm of mental health.

The COVID-19 pandemic has accelerated the digital transformation in healthcare in several significant ways and served as a catalyst for the digital transformation of healthcare, accelerating the adoption of innovative technologies and reshaping the way healthcare is delivered, managed, and experienced. With lockdowns and social distancing measures, telemedicine experienced a massive surge; It allowed patients to consult with healthcare providers remotely, reducing the risk of virus transmission and easing the burden on healthcare facilities. Video calls, phone consultations, and remote monitoring tools became essential for providing care. The experience of working as a Clinical psychologist during the pandemic has led me to recognize the immense potential of digital technologies to revolutionize the way we understand, assess, and treat mental health disorders.

The field of digital health transformation excites me because it sits at the intersection of technology, healthcare, and innovation. I am particularly drawn to the potential of digital solutions to enhance patient care, optimize healthcare delivery, and address challenges such as access, affordability, and quality. It presents an exciting opportunity to bridge the gap between psychology and technology, thereby enhancing the accessibility, effectiveness, and reach of mental healthcare services. It could allow us to revolutionize the way mental healthcare is delivered and experienced. From smartphone applications that deliver evidence-based interventions to online therapy platforms that connect individuals with licensed therapists, digital innovations have the capacity to transform the landscape of mental health care delivery, extend the reach of mental health services, reduce waiting times, and empower individuals to actively participate in their own care.

I am confident that the Master Course in Digital Health Transformation will provide me with the necessary knowledge, skills, and networks to make a meaningful contribution in this rapidly evolving field. The interdisciplinary curriculum, which combines Health Sector Skills, Societal Skills, and Digital Skills, is precisely what I need to develop a holistic understanding of digital health ecosystems. Furthermore, the opportunity to learn from esteemed faculty members, who are at the forefront of digital health research and practice, coupled with hands-on experience will provide me with a solid foundation to navigate the complexities of digital health transformation.

I am eager to collaborate with fellow students who share my passion for innovation and to participate in hands-on projects that tackle real-world challenges in healthcare. I believe that learning from individuals with diverse backgrounds and perspectives will enrich my educational experience and prepare me to navigate the complexities of digital health transformation in a global context.

As a clinical psychologist at the National Health Service, I could offer a unique perspective to the program, rooted in a deep understanding of human behavior, emotions, and mental processes; and I can contribute by providing my insights on the digital transformation needs in the National Health Service.

Beyond academics, I am eager to contribute to the Master Programme community through extracurricular activities, student organizations, and community outreach initiatives. I am committed to actively contributing to initiatives that promote mental health awareness and advocacy and am particularly interested in applying my skills and knowledge to create positive change.

In conclusion, I am thrilled about the opportunity to join the Master Course in Digital Health Transformation and am committed to leveraging this opportunity to fulfill my potential and make a meaningful impact in the field of healthcare. I am confident that this program will enable me to achieve my goals and make a meaningful contribution to the advancement of mental healthcare within the National Health Service, by improving the well-being and quality of life of the pillars of the healthcare system: the patients, the caregivers, and the healthcare professionals.

Thank you for considering my application. I look forward to the possibility of being part of this dynamic academic community.

Best regards,



Teresa Campos Ferreira