

**Friday, May 17th 2024**

**Admissions Committee  
ManagiDiTH Program**

Dear Members of the Admissions Committee,

I am writing this motivational letter to express my enthusiastic interest in the Master's Degree program in Managing Digital Transformation in the Health Sector (ManagiDiTH) at ISCTE. As a medical resident from Portugal with some knowledge in data analysis, I am keenly aware of the profound impact that digital transformation can have on healthcare, and of the big steps we still have to make to improve the digitalization of our healthcare. I am eager to deepen my knowledge and skills through your program to drive meaningful change in my field.

My motivation to pursue this degree stems from my firsthand experience with the challenges and inefficiencies within the healthcare system. Throughout my medical residency, I have observed numerous opportunities where digital solutions could significantly improve patient outcomes and streamline healthcare processes, as well as improve accessibility. This realization has driven my interest in leveraging digital tools to enhance healthcare delivery.

As an example, one of my primary career goals is to automate processes within my own service. By integrating data analysis and automation, I aim to reduce administrative burdens on healthcare professionals, allowing them to focus more on patient care. Automating tasks such as appointment scheduling, patient record management, and routine diagnostics can lead to more efficient operations and improved patient satisfaction. Improved data collection can also enable us to take better decisions (see under).

Furthermore, I am passionate about increasing access to healthcare for underserved populations. In Portugal, as in many other regions, there are significant barriers to accessing timely and quality healthcare, especially by more vulnerable populations (minorities, the elderly, for instance). I envision developing and implementing mobile health applications and user-friendly patient portals that empower individuals to manage their health proactively. These tools can provide remote consultations, health monitoring, and educational resources, bridging the gap between patients and healthcare providers.

Finally, my interest in the ManagiDiTH program is also driven by the desire to harness big data for better health decision-making. The vast amounts of data generated in healthcare, especially by our National Health Service, hold the potential to reveal insights that can lead to more accurate diagnoses, personalized treatments, and effective public health strategies. Through your program, I aim to improve my skills, to be able to better analyze and interpret health data, ultimately contributing to evidence-based clinical decisions and improved population health outcomes.

The ManagiDiTH program's comprehensive curriculum, which combines healthcare management, digital transformation, and data analytics, aligns perfectly with my career aspirations. In conclusion, I am confident that the ManagiDiTH program will provide me with the knowledge and skills necessary to become a leader in digital healthcare transformation. I am eager to contribute to the advancement of healthcare systems and improve access to quality care through digital innovation. I look forward to the opportunity to embark on this transformative educational journey.

Thank you for considering my application. I am looking forward to your positive response.

Sincerely,

Miguel Padrão