

Dear Sir/Madam:

I want to express my enthusiastic interest in the Master's program in Digital Transformation in Healthcare. In order to express this interest, I believe that my storytelling is the best way to help you understand my motivations and beliefs.

My journey in the healthcare sector started when I enrolled to study Medicine in the Military Academy in 2002: (<https://academiamilitar.pt/>)

For seven years, I lived and I studied in the Military Academy. I acquired skills such as leadership, planning, discipline, sacrifice. I was trained to become a leader in hard tasks and scenarios.

I finished the Military Academy in 2009 and started my career as a Medical Doctor in the Organization Guarda Nacional Republicana (www.gnr.pt).

I kept studying and working in public hospitals in Portugal throughout many years. I ended my specialization in Physical Medicine and Rehabilitation in 2016. In the same year, I acquired my first clinics and started my journey as a healthcare entrepreneur. I managed to transform the organization, my focus was in improving the information systems, and eventually led to further expansion into other health units and reshaping them into a well-recognized group of Clinics in the Healthcare Sector in Medical Rehabilitation in the south bay of Lisbon. I currently lead a team of one hundred colleagues across several locations (<https://saudesul.pt/>).

Presently I'm Major in the Military. Diretor oh Physical Medicine and Rehabilitation in the "Guarda Nacional Republicana"; owner and founder of "Saúde Sul" and mother of three children.

I believe technology, leadership, and innovation are the way to change the healthcare sector. Strong skills in leadership, digital health, technology and innovation might induce changes. I'm looking for a network and collaboration with policymakers, healthcare professionals, industry, enterprises, governmental organizations, and universities.

I am confident that the rich learning environment and extensive networking opportunities afforded by the program will not only broaden my horizons but also empower me to make a meaningful impact in the field of digital healthcare in Rehabilitation Medicine.

I am deeply inspired by the vision and mission of this Master's, and I believe that my previous experience, background and vision can inspire change.

Thank you for considering my application.

Sincerely,

Joana Paula