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Subject: Applying to ManagiDiTH program

To whom it may concern

I am writing to express my strong interest in the Master's Degree in Managing Digital Transformation in the Health Sector (ManagiDiTH). With a background in communications and a current role at the Santarém District Hospital, I believe this program aligns perfectly with my career aspirations and professional experience.

In my role at the Santarém District Hospital, I work in the communication and image department. This position has given me a deep understanding of the importance of effective communication in healthcare and the potential of digital tools to enhance patient engagement and streamline internal processes.

The rapid advancement of technology in healthcare presents an opportunity to significantly improve patient outcomes and operational efficiency. Digital transformation is essential for creating integrated systems that enable better coordination among healthcare providers, facilitating access to care through telemedicine, and utilizing big data and artificial intelligence to make informed clinical decisions. My professional experience has shown me the impact of these advancements, and I am eager to deepen my knowledge and skills in this field.

The ManagiDiTH program's interdisciplinary approach, combining health sector skills, societal skills, and digital skills, is particularly appealing to me. I am enthusiastic about the opportunity to learn from esteemed faculty members across multiple European institutions and to engage with a diverse cohort of students. The program's structure, which allows for flexibility in balancing work and study, will enable me to continue contributing to my current role while advancing my education.

Upon completing the program, I intend to leverage the knowledge and skills acquired to continue my work in the communication and image department at the Santarém District

Hospital. My goal is to enhance our digital communication strategies, improve patient engagement, and contribute to the hospital's overall digital transformation.

I am confident that the ManagiDiTH program will provide me with the comprehensive education and practical experience necessary to become a leader in digital transformation within the healthcare sector. I am excited about the prospect of contributing to the future of healthcare through this program and look forward to the opportunity to bring my perspective and dedication to the ManagiDiTH community.

Thank you for considering my application
Maria Inês Amaro Camacho