

Dear reader of the selection committee,

I am probably not the youngest aspiring student that applies for this program, so please let me elaborate on the reasons of my application.

My aim has always been to make impact, for the good. I have done so in the treating of individuals as an Occupational Therapist and on a bigger scale as an information manager in a rehabilitation center, as health data standards developer and as a strategy consultant. I decided during the years that I want to work in healthcare at both the system and society level where I can really make a difference for as many that can benefit from it.

My training as an Occupational Therapist was wonderful and was and is very useful for my day to day work, and I have loved every moment of it. However, it lacks theoretical background on a bigger scale for the digital as well as societal challenges that health care transformation so sorely needs. And that is what I miss and what gives friction as I am working in the most interesting field of work there is. I lack skills and knowledge I want to use. This program would therefore help me by complementing my skills and experience with academic, theoretical, and focused frameworks and knowledge to target that.

I have broad interests, and working as an Occupational Therapist in neurorehabilitation has shown me how the brain leads an amazing orchestra in life. There are so many aspects in and around a human being, making it so immensely complex and worthwhile to study and optimize, however impossible life sometimes seems. I see digital transformation in healthcare as my next huge endeavor. It is vastly interesting, combining my health care, digital, and policy experience and skills with the structures, methods, and knowledge from this program to have a solid foundation for a systemic approach. This is in my opinion next level orchestration. And I want to play my best part.

When I think about this program and what I want to take from it, I would like to sum it up. I am aware of my directness, being a direct woman, even by Dutch standards. But it gives clarity and oversight. My take aways would be at:

- Gaining new knowledge, skills, and methods at an academic level, leading to a much-desired master's degree, is the perfect combination for me.
- Focus on digitalisation, transformation and a focus on health care is exactly my field of work and future.
- Being able to skill up in a convenient way while having a job and a family with a small child is crucial for me.
- Learning with and from European peers is essential because digital transformation is a European challenge, not an individual one.
- Working towards becoming a thought leader in digital transformation. I want to make things better and easier for all healthcare professionals and patients in the future, with a focus on healthcare.

I have not found anything like this program before, in this perfect combination, and that makes it very appealing. I would be happy to explain more about myself and would be thrilled to participate in this interesting journey that lies ahead.

Sincerely,

Trudy Hagg – de Keyzer