

Motivation letter

From: Asta Petrosiute

April 8, 2024

To: Laurea University of Applied Sciences, Finland (LAUREA)

Subject: Motivation Letter for the Admission to the Master's programme in Managing Digital Transformation in the Health Sector (ManagiDiTH)

Dear Sir or Madam,

I have written this motivation letter to show my motivation to go on towards seeking admission into the Master's Degree programme in Managing Digital Transformation in the Health Sector (ManagiDiTH), for the 2024 autumn intake.

My name is Asta Petrosiute, and I have a very keen interest in the domain of technology and health. To pursue my interest, I have already gained a few certificates of health, technology and management modules on a Master's level at universities. I have also a Master's degree in Management (Leadership and Talent Management).

I have chosen to apply for the Master's programme in Managing Digital Transformation in the Health Sector (ManagiDiTH) because it would be a great source of transformation for my personal and professional capabilities. A wide range of knowledge acquired during the courses at your university will enable me and equip me with the skills and competences required in the rapidly changing healthcare world. It could also open up more opportunities for me in my current company as well as outside my organization and provide better future career prospects. I would like, in particular, to learn more about health sector skills, societal skills and digital skills. I believe that I will have a good opportunity to educate myself in these fields, which are of a great importance for digital healthcare management. I am looking to gain knowledge on how to plan and support the digitalisation of health and social care services and to promote the implementation of new procedures and services, supported by Information and Communication Technologies (ICT). Next to that, the possibility to complete these Master's studies fully via e-learning environments (online, distance learning) without leaving my country of residence has

attracted me to choose this programme as well. It will permit me to combine my work and studies.

Regarding my professional experience, I have been employed at Philips Healthcare, an international business company, for more than 6 years. I am specialized as a Spare Parts Manager for medical products. My expertise allows me to provide a world class service to business customers worldwide. From a leadership perspective, I have run the service parts returns department on my own. I am also involved in projects, stakeholder management, people training, cost savings, and (continuous) process improvements (standardization and simplification).

Regarding my strengths, I am a highly motivated, practical, curious, business- and results-oriented person who is good at learning fast, for example, new technology, and collaborating with others as well as managing different stakeholder levels. I thrive in an international, multicultural and competitive business environment. My determination drives me to perfectionism and detail orientation, however, I think that it is also important to see a bigger picture, especially for an aspiring business manager such as myself, and to avoid being too much detail- and perfection- oriented.

I believe that I have fully exposed my motivation for the application to this programme. I am very determined to pursue a degree in digital healthcare management with keen interest and dedication that will lead me to achieve brilliant success at your university. I feel that my educational as well as work achievements are adequate to make me eligible to be accepted to this Master's programme. I am looking forward to hearing the positive acceptance news from the admission authorities of LAUREA.

Yours sincerely,

Asta Petrosiute