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Dear Members of the Admissions Committee,

I am writing to express my interest in the Master's program in Managing Digital Transformation in the Health Sector. With over five years of experience in digital health, coupled with a solid academic foundation in Biomedical Engineering and Ehealth and Telemedicine Management, I am eager to further hone my skills and contribute to the transformative advancements in the healthcare sector.

My professional journey began with a Bachelor's degree in Biomedical Engineering from the University of West Attica, followed by a Master's degree in Ehealth and Telemedicine Management from Rome Business School. This academic background has equipped me with a robust understanding of the intersection between healthcare and technology, which I have continuously applied and expanded upon in my professional roles.

Currently, I serve as a Research Associate at the Lab of Medical Physics and Digital Innovation at the School of Medicine, Aristotle University of Thessaloniki. Here, I actively participate in research projects aimed at enhancing digital health solutions. This role has provided me with hands-on experience in integrating innovative technologies within clinical settings, fostering my ability to navigate the complexities of digital health transformation.

My tenure as a Business Developer for Mental Health Solutions with Monsenso A/S in Greece has been particularly enriching. I successfully localized and integrated the Monsenso mhealth solution into clinical processes, designed app and web portal content, and conducted comprehensive training sessions for clinicians and patients.

Furthermore, my role as an External Consultant at PSYCHIS OMMA Tzeranis Neuropsychiatric Clinic involved mapping opportunities for digital transformation and managing the development of an electronic platform for mental health services. The successful implementation of an mhealth solution was recognized with a Silver Award in the 'Innovative Equipment' category at the BOUSSIAS HEALTHCARE BUSINESS AWARDS 2023.

The dynamic nature of digital health demands a continuous learning and adaptation mindset. I have demonstrated this through various roles, including as a Product Specialist and Sales Specialist for healthcare solutions, where I led sales efforts, launched marketing campaigns, and provided technical support. Each position has reinforced my capability to drive digital health initiatives from conception to execution, ensuring they meet high standards of quality, cost-efficiency, and user satisfaction.

My passion for digital health is also reflected in my active participation in conferences, seminars, and volunteering activities, including a mentorship role with Women on Top. These

engagements have allowed me to stay abreast of the latest trends and challenges in the field, while also contributing to the community and supporting the growth of others in this transformative journey.

The Master's program represents an unparalleled opportunity for me to further develop my expertise and contribute meaningfully to the digital transformation in healthcare. I am particularly drawn to the program's comprehensive curriculum and its focus on practical, real-world applications. I am confident that the advanced knowledge and skills gained through this program will empower me to lead innovative projects that enhance healthcare delivery and outcomes.

Thank you for considering my application. I look forward to the opportunity to contribute to and grow within your esteemed program.

Sincerely,

Zoi Covatsou