

Lotta Laamanen  
ManagiDiTH Master Candidate  
laamanenlotta@gmail.com

## **Motivation Letter**

Dear Committee Members,

The Master's programme of Managing Digital Transformation in the Health Sector Master is a great opportunity to advance my knowledge and it essentially is the next pivotal step in my career. With a Bachelor's degree in Business Administration from Finland and current professional experience in a health technology startup in Korea, I am eager to deepen my understanding of digital transformation in healthcare through this innovative and interdisciplinary programme.

Since moving to Korea to pursue my Master's degree in international business, I have been able to experience the vibrant startup ecosystem that is also at the forefront of health technology innovation. My current work has allowed me to engage with cutting-edge technologies and witness firsthand the challenges and opportunities that digital transformation presents in the health sector. However, I have also realized the need for a more structured and comprehensive understanding of this field in order to be able to effectively contribute to its advancement.

The ManagiDiTH programme stands out to me for several reasons. Firstly, its multidisciplinary approach aligns perfectly with my career goals of integrating management, ICT, and healthcare expertise to drive impactful digital transformations. The unique collaboration between multiple universities offers an unparalleled opportunity to learn from diverse perspectives and methodologies. Additionally, the flexibility of the online format, with its emphasis on individual and group work, will allow me to continue contributing to my current role while pursuing my studies. The multicultural and interdisciplinary learning environment, supported by continuous mentoring and real-world problem-solving projects, is particularly appealing.

I am confident that through this program I am able to acquire the skills necessary to develop and implement innovative solutions that address the complex challenges facing the healthcare industry today, and that I will be equipped with the knowledge and skills to significantly contribute to the digital transformation of healthcare services. I am particularly drawn to the programme's commitment to fostering a diverse and inclusive learning environment, which I believe is crucial for driving innovation and achieving meaningful impact.

Thank you for considering my application. I look forward to the opportunity to participate in this programme.