

Dear Members of the Selection Committee,

My name is Maria Francisca Ferreira, and I am excited to submit my application for the Master's in Managing Digital Transformation in the Health Sector, an evolving field in which I envision several connections to my educational background in Sociology (BS) and Public Policy (MS), completed at Iscte-IUL between 2012 and 2017. These two cycles have sparked a deep interest in health and social policy, as they mutually influence each other and are foundational to the Welfare State.

Throughout my professional career, I have been working on fields such as gender violence, equality, and non-discrimination within public policy, in several academical and private projects and NGOs, all of which are intimately connected to and dependent on the health system's organisation. These experiences have allowed me to develop a comprehensive understanding of the challenges and opportunities in the health sector, particularly regarding how health inequalities can be mitigated through a more digitalized and efficient approach to healthcare.

In this context, considering the rapid multiple changes and challenges that Information and Communication Technologies (ICT) are bringing to society, I believe that it is crucial to find paths to take advantage of opportunities to improve the efficiency and effectiveness of the health sector services while engaging traditionally underserved demographic groups of patients and promoting their active participation. As these dimensions and processes have the potential to play a role in patient accessibility to healthcare, I am eager to start this master to: (1) learn skills and competencies in this field; (2) network with the master's colleagues and develop team-based projects and (3) contribute to the Portuguese health service improvement, as member of the management teams implementing the healthcare digitalisation strategies.

In a nutshell, the multidisciplinary approach of the ManagiDiTH programme caught my attention because it can provide its participants a rich international and intercultural environment for learning and innovation, an opportunity that I eagerly wish to embrace as that will allow sharing knowledge between students/professionals from different countries and academical backgrounds.

I sincerely appreciate your consideration of my application and I am available to provide any additional information you may require.

Yours faithfully,

Maria Francisca C. M. Ferreira