

## Motivation Letter

Dear Members of the Admissions Committee,

I am writing to express my enthusiastic interest in the Master of Managing Digital Transformation in the Healthcare Sector that will be led by ISCTE – University Institute of Lisbon. With a background in Internal Medicine, complemented by my ongoing studies in an MBA program, I am uniquely positioned to leverage both clinical expertise and business understanding to drive digital innovation in healthcare. This program is a critical step toward my ultimate goal: to be at the forefront of the revolution that Artificial Intelligence (AI) will bring to Medicine.

My journey in healthcare began with a medical degree from the Lisbon School of Medicine, followed by eight years of clinical practice specializing in Internal Medicine. Throughout my career, I have consistently observed the critical need for technological integration in healthcare. This realization has been the driving force behind my decision to pursue advanced studies in digital transformation.

For the last eight years I have witnessed firsthand the profound impact that digital tools can have on patient outcomes and healthcare delivery. For instance, the implementation of Electronic Health Records (EHR) has significantly improved the accuracy and accessibility of patient data, facilitating better-informed clinical decisions. Additionally, telemedicine services have expanded our reach, providing essential care to patients in remote areas who would otherwise face significant barriers to access.

My MBA studies have further enriched my understanding of the strategic, financial, and operational aspects of healthcare. This dual expertise has allowed me to appreciate the importance of data-driven decision-making and efficient resource management in creating sustainable healthcare solutions. I have gained valuable insights into managing healthcare organizations, leading teams, and designing innovative services that meet both clinical and business objectives.

However, my true passion lies in exploring and harnessing the transformative potential of AI in Medicine. I am particularly drawn to the ManagiDiTH program due to its comprehensive curriculum, which is designed to address the multifaceted nature of digital transformation in healthcare. The focus on digital skills such as health data and information systems, health data classifications, and exchange formats is crucial for developing effective AI-driven health solutions. The program's emphasis on understanding the healthcare sector, including organizations, services, and both social and individual approaches to health, aligns perfectly with my interest in improving healthcare delivery. Furthermore, the societal skills offered in managing digital transformation in healthcare and service design are essential for implementing sustainable and patient-centered innovations.

AI has the potential to revolutionize Medicine by enhancing diagnostic accuracy, predicting patient outcomes, personalizing treatment plans, and automating routine tasks. By integrating AI into healthcare, we can not only improve patient care but also increase efficiency and reduce costs. I am eager to gain the knowledge and skills necessary to lead this revolution and to contribute to the development of AI solutions that can transform healthcare systems globally.

In addition to my clinical experience and business education, I bring a strong foundation in collaborative problem-solving, critical thinking, and a commitment to continuous learning. I am eager to contribute my perspective as a practicing physician and MBA student to the program

and to collaborate with a diverse cohort of students who share my dedication to transforming healthcare through technology.

Thank you for considering my application. I am looking forward to the opportunity to contribute to and grow within the multicultural learning ecosystem of this ground-breaking initiative. Please do not hesitate to contact me if you require any further information.

Yours sincerely,

Mafalda Ferro Teixeira