

Dear Members of the Admissions Committee,

I am writing to express my enthusiastic interest in the Master's program in Digital Health and Technology Management (ManagiDiTH). My interest in digital health stems from being a competitive athlete and experiencing first-hand, by undergoing many treatments and operations, the challenges experienced by patients within the healthcare system. These interactions sparked my passion and curiosity about the nexus of health and technology and its potential to revolutionise healthcare systems and led me to study and graduate with a Bachelor of Science in Medical Informatics.

This degree provided me with a solid foundation in computer science, healthcare systems, and project management allowing me to work in the field of digital health a lead the implementation of mobile applications for physicians and nurses in the largest IT Healthcare project in Switzerland costing € 84 million and replacing around 100 other IT systems with one clinical information system. My close engagement with 39 clinics and more than 11'000 medical staff reinforced my belief in the necessity of providing a simple, user-friendly, and efficient IT system within hospitals.

Before this, I supported the implementation of a mobile hygiene app at the University Hospital in Zurich. The app aimed to help improve hygiene given that healthcare-associated infections affect approximately 4 million people in Europe per annum and cause an economic burden of €7 billion per year. Furthermore, I helped design and build a mobile app for communication exchange between doctors and patients with rare diseases at the Children's Hospital in Zurich. Through these experiences, I learnt about the challenges and fragmentation in the blood donation process. Hence, I built a mobile blood donation app together with the Swiss Red Cross. In this work, I focused on how the blood donation process can be digitized, how new donors can be recruited, and how they can be motivated to donate blood. Seeing the positive impact of each project has intensified my passion for digital health.

I believe and am excited to help use technology to revolutionise and personalise healthcare systems. I believe technology and artificial intelligence can help overcome challenges such as resource scarcity, tackle rising healthcare costs, and access to primary healthcare services in developing countries. In my opinion, the insights and experiences from other countries regarding digital healthcare or electronic health records can be immensely beneficial for other governments and healthcare institutions to learn from and use in their digital health implementation journey. For this reason, it is important to promote international cooperation and the exchange of best practices. Through collaboration and knowledge sharing, we can improve global standards, drive innovation, and ultimately enhance the quality of healthcare worldwide.

Upon a thorough examination of the Master's program, I am confident that the diverse range of modules offered will equip me with the essential skills and knowledge necessary to progress and actively engage in a multitude of projects dedicated to the transformation and advancement of healthcare. The program's comprehensive curriculum is meticulously designed to provide a deep understanding of both theoretical concepts and practical applications, enabling me to contribute effectively to the innovative and evolving field of healthcare.

I hope to use the skills developed during your program to continue to focus on the field of medical informatics to improve healthcare and use my specialised skills to implement innovative solutions that can increase the efficiency and quality of patient care worldwide. I look forward to hearing from you.

Kind regards,

Roberto Tangarife