

## **Motivational Letter:**

### **Application for the Master's in Managing Digital Transformation in the Health Sector**

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Admissions Committee of

ISCTE – University of Lisbon, Portugal

Aristotle University of Thessaloniki, Greece ( AUTH)

Laurea University of Applied Sciences, Finland ( LAUREA)

### **Motivational Letter: Application for the Master's in Managing Digital Transformation in the Health Sector**

Dear Members of the Admissions Committee,

I am writing to express my enthusiastic interest in pursuing the Master's in Managing Digital Transformation in the Health Sector, offered jointly by the universities mentioned above. After carefully researching various academic programs, I believe this one aligns perfectly with both my professional goals and my passion for leveraging digital technologies to innovate healthcare delivery.

My motivation to pursue this specialized Master's program is rooted in my educational background and practical experience in the healthcare sector. I graduated with a degree in Medicine, where I gained a strong understanding of healthcare systems but found myself with limited knowledge in the field of information technology. Fortunately, during my doctoral project at the University of Düsseldorf, I had the opportunity to work on a research project examining the acceptance and usage of digital health technologies among German healthcare professionals. This project focused on improving patient access to healthcare services through digital tools, which opened my eyes to the transformative potential of technology in enhancing healthcare outcomes and operational efficiency.

However, this experience also highlighted significant gaps in how healthcare institutions are adapting to new technologies. The insights I gained during this research sparked my determination to acquire the knowledge and skills necessary to bridge the divide between healthcare and technology. I firmly believe that the digital transformation of healthcare is not just a trend—it is an urgent and necessary step toward improving the quality, accessibility, and sustainability of healthcare systems.

My long-term career goal is to become a leader in digital health innovation, helping organizations navigate the complexities of digital transformation to create more efficient, patient-centered, and technology-driven healthcare models. I aspire to work as a consultant or

project manager, leading teams that design and implement digital health strategies aimed at improving healthcare access, quality, and outcomes. In the near future, I hope to be at the intersection of healthcare, policy, and technology, collaborating with healthcare providers, policymakers, and technology companies to develop and execute digital transformation strategies tailored to the specific needs of healthcare organizations.

I am particularly interested in exploring how digital transformation can impact healthcare administration and management. I want to learn how to develop and implement digital strategies that address both technical and organizational challenges in healthcare, ensuring that digital tools are introduced effectively and equitably. With a strong foundation in medicine and a growing understanding of technology, I hope to gain the leadership and management skills needed to make high-level decisions that drive meaningful change in the healthcare sector.

I have carefully selected this program because of its relevance to healthcare innovation and its clear commitment to bridging the gap between healthcare and technology. The interdisciplinary approach—blending management, technology, and healthcare—aligns perfectly with my aspirations. I am particularly excited about the opportunity to learn from esteemed faculty members who are experts in the latest digital health trends. The chance to collaborate with fellow students from diverse backgrounds, as well as engage with industry leaders through internships and networking events, will provide invaluable insights into real-world challenges.

Additionally, the program's emphasis on practical learning through case studies and projects will allow me to apply theoretical knowledge to solve actual problems in the healthcare industry. This hands-on approach is essential for anyone aspiring to lead digital transformation initiatives in healthcare. The program's strong industry connections and its focus on addressing global healthcare challenges make it the ideal place for me to hone both my technical and leadership skills.

In conclusion, I view the Master's in Managing Digital Transformation in the Health Sector as a pivotal step in my professional journey. I am deeply motivated by the opportunity to help shape the future of healthcare through the strategic use of digital technologies, and I am confident that this program will equip me with the necessary tools and knowledge to do so effectively. I am eager to join the vibrant online community of the program and contribute to ongoing discussions on digital innovation in healthcare while learning from the distinguished faculty and my fellow students.

Thank you for considering my application. I look forward to the opportunity to further discuss how my background and goals align with this exciting program.

Sincerely,  
Ms Omobolanle Joy Mefful.