

STATEMENT OF PURPOSE

I hereby apply for the joint Master's programme on Managing the Digital Transformation in the Health Sector as a way of continue developing all my potential and then put it to the service of others. The opportunity of being part of such an innovative learning opportunity stands as a new challenge for me and it perfectly aligns with my passion for public health.

I have extensive experience in the humanitarian field with a long work experience in diverse contexts around Europe, Asia and Africa. While supporting multidisciplinary humanitarian operations, I have developed a better understanding of different contexts, needs and dynamics. I continuously tailor my work to best assist affected populations and a lot of it comes with identifying and disseminating good practices across the globe.

As a healthcare professional in these defying contexts, I have encountered innumerable difficulties resulting from poor work planning, inexistence of records and lack of institutional reporting to feed decision making. If we take in consideration the constant technology advances in different sectors of our daily lives, we get to know that the implementation of digital transformation processes in the healthcare sector is unavoidable. Now more than ever, a proper collection and management of data became an imperative for every health organization seeking to offer quality services to its users. The main components of this course: Health sector skills, Societal skills and Digital skills, are crucial for any professional willing to make an impactful contribution while responding to a humanitarian emergency or promoting a sustainable development.

For over 10 years, I have successfully managed health programs, ensuring their effective implementation and restoring dignity to people affected by conflict or other forms of violence. The flexibility of this master's degree will allow me to customize my educational journey while maintaining my professional engagements. The Interoperability branch, with a focus on Management, innovation and Entrepreneurship in Healthcare as well as E-Health and Telemedicine will help me to boost our operations by proposing innovative solutions. I will be able to reinforce data use to support procedures and services reorganization.

On a personal level, if my application has a positive outcome I will benefit from this multicultural learning environment, not only through the knowledge of three different Universities in Portugal, Greece and Finland but also from the experiences of dozens of other participants from all over Europe. This combination is exactly what I need to be a true humanitarian leader fully capacitated in digital healthcare services.

Sincerely,

Bernardo Gomes

03rd February 2025