

## Motivation Letter

February of 2025

Dear Admissions Committee,

My name is Rita Leitão and I am writing this letter to express my interest in the Management and Digital Transformation in the Health Sector Master's coordinated by Iscte, in collaboration with the Laurea University of Applied Sciences and the Aristotle University of Thessaloniki. I am currently completing my Bachelor's Degree in Biology at University of Évora in Évora, Portugal, one of the most prestigious universities in the country.

Since a young age, I consider myself to be a very focused and determinate person that strives to accomplish everything that I set my mind to. As I am very curious and always trying to learn new things, I have been engaged in sports my entire life, with taekwondo being my greatest motivation, achieving the black belt at the age of fourteen. As I got to compete, I learned many valuable lessons about what it means to achieve personal results while having a team behind you. In the same way I believe in the premise that no sport is truly individual, and you can never obtain good results without working with a team, I also believe this is applicable in anything in life. In health management, this principle is fundamental, alongside the ability to lead effectively, harnessing each team member's strengths to drive innovation, optimize collaboration, and achieve the best possible outcomes.

I've always been one to believe that experiences are one of the most important parts of our learning process in anything in life, academics included. Like so, I've been a member of the student's association for several years during my academic life, where it was my job to assign roles and handle the recruitment process. Furthermore, I founded a volunteer group called "Saramago Ajuda" focused on environmental sustainability and providing aid to people during the most challenging periods of the war in Ukraine, allowing me to develop leadership skills, coordinate initiatives in complex environments.

For these reasons, I believe I can be the person mentioned above and can't wait to put these skills in practice in a professional setting.

In these last few years, I sought direct contact with ambassadors and consultants from leading organizations in health care management and digital transformation, such as Philips Healthcare and Glinnt, reinforcing the clear idea that digitalization of healthcare services is the path I want to pursue. As a result, I believe this master's courses are perfectly aligned with my professional goals, and therefore I think that it will help me fulfill myself not only professionally but also personally, while giving me an advantage in the labor market. Additionally, my degree in Biology has given me the foundations and knowledge necessities to develop a sense of critical thinking and problem solving, that I believe are key factors when it comes to bioinformatics processes and data analysis, which I consider are essential in this master.

This Master stood out to me for several reasons. Firstly, due to its focus on academic excellence and engaging learning environment and having as its biggest priorities the continuous process of learning and networking. Moreover, featuring larger classes is for me a positive aspect, as it offers an opportunity to engage with a broader range of various perspectives, enriching the learning experience and turning it more collaborative.

I am hopeful for a favourable response from you so I can put my English skills in action along with the excitement of learning more about the challenges of ongoing digital transformation.

Thank you for your kind attention to my application.

Best Regards,

Ana Rita Pereira Leitão

Applicant to the Master: Management and Digital Transformation in the Health Sector  
(ManagiDiTH).