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Admission Committee
Laurea Separate Application,
Managing Digital Transformation in the Health Sector, Master of Business Administration
Laurea University of Applied Sciences, Finland
Instituto Universitario de Lisboa, Portugal
Thessaloniki University, Greece

Application for Master's Degree programme in Managing Digital Transformation in the Health Sector

Dear Admissions Committee,

I am writing to express my strong interest in the Master's Degree programme in Managing Digital Transformation in the Health Sector. I look forward to deepening my knowledge and improving my skills about digitalization in the healthcare sector.

I have a desire to constantly develop my skills. I like to see myself as a continuing student. I did my first degree in nursing in 1999. In the last 25 years, I have been working and improving my academic skills in different fields. My latest degree is a Master's Programme in Health and Social Management Sciences, with a major in Health and Social Management Sciences, which I completed in 2022. In addition, I have a background working in various healthcare fields and I have notable experience in the healthcare business. Currently, I am at a turning point where I would like to enhance my skills in healthcare digital transformation. I have already been a part of our company's digitalization journey, and therefore I am even more eager to learn about all of the possibilities that this developing change brings in the healthcare sector. Now that the world is changing at this fast pace, I also want to have a comprehensive understanding of all of the different digitalization potentials in the healthcare environment. I am passionate to learn more about how to plan and support the digital transformation of social and health services and promote the implementation of new procedures and services.

In different parts of the world, healthcare costs have increased to the point where growth is no longer possible. Thus, I am of the opinion that financial savings must be made in the healthcare field – at least in Finland. Now we need to act on how to reorganize healthcare. Digitalization gives us great opportunities for this, and I am keen to learn more about how healthcare can be reorganized by digital transformation. How can digitalization support us in the future nursing shortage or how to further streamline healthcare resources to curb rising costs? Here are some interesting considerations that I would like to delve into and learn more about.

I have met a person who is studying in this same program, and her experiences are truly convincing. The collaboration between three universities sounds interesting and this would be a great opportunity to hear about various digitalization opportunities around the world. It would also be delightful to return to the school where I completed one of my polytechnic degrees. The

opportunity to study and work at the same time is also an important aspect for me. I think the opportunity to do academic work in a multicultural environment, utilizing interdisciplinary approaches, is an inspiring starting point for these studies.

I am using English as my foremost language at my current workplace so I will manage the studies in English, but of course these studies would also improve my English knowledge as well.

Currently, at the company where I am working, we are investing in digital product and service innovation as we work to advance vital organ therapies and drive expanded access to care for patients around the world. These studies would allow me to support my current work and at the same time give me the opportunity to expand my understanding of the digital transformation in healthcare and learn a lot of new things that I don't even know about at this point. This education would also open new career opportunities for me in healthcare in the future.

I believe that my dedication, curiosity and academic background will allow me to contribute meaningfully to the program. I look forward to the opportunity to become a part of these collaborative studies across three universities by studying in Finland at Laurea University of Applied Sciences. By accessing this Master's Degree programme in Managing Digital Transformation in the Health Sector studies I will take full advantage of the opportunities it offers.

Thank you for considering my application. I look forward to the possibility of joining your academic community.

Sincerely,

Marjukka Miettinen