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Admissions Committee

Laurea University of Applied Sciences

ManagiDiTH

Ratatie 22, 01300 Vantaa.

Finland.

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

Dear Admissions Committee,

I am writing to express my keen interest in the Master's program in Managing Digital Transformation in the Health Sector at Laurea University of Applied Sciences beginning in September 2025. As someone who has studied mostly in the business field and with a strong passion for digital innovation and its impact in our world, I am eager to develop the expertise needed to drive meaningful change in this evolving field, healthcare.

During my bachelor's studies in International Business at the Vaasa University of Applied Sciences, I developed a solid foundation in business strategy, management, and technological adaptation. Through coursework and projects, I was very interested in how digital solutions can refine processes, improve patient care, and enhance operational efficiency in the healthcare sector.

The healthcare industry is evolving profoundly in digital transformation. Artificial intelligence, telemedicine, and specialised treatments are currently the headway in the healthcare sector, especially Europe. Despite all these, successful assimilation of these technologies, strategic approach that balances technological capabilities with social, official and managerial reflections will be required. It has been my ambition to be a woman in tech and I'm drawn particularly to this program because of its interdisciplinary approach, which combines business management, digital transformation strategies, and healthcare-specific challenges.

I love that LAUREA, ISCTE and AUTH are committed to providing this knowledge and experience for students. It will be an opportunity to meet with professionals, take part in real-world projects, and also collaborate with peers from different backgrounds. I know that this program will give me with the skills, leadership abilities, and knowledge needed to impart effectively to the future of digital healthcare.

When I graduate from this program, I hope to work in roles that make possible the use of digital transformation, thus a combination of business and technology in the healthcare sector to boost patients experience and operational efficiency. It is my desire to work in healthcare consulting, digital health startups, or hospital management, and be great at what I do.

I am hopeful that my academic background, combined with my zeal for innovation in healthcare, makes me a strong candidate for this program. I look forward to the possibility of contributing to and growing within the dynamic learning space on this program. Thank you for your time and consideration. I am yearning the opportunity to hearing from your esteemed office.

Sincerely,

Heather Abrafi Koranteng.