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MOTIVATION LETTER

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Laurea University of Applied Science  
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## Reference

Motivation letter master's degree in digital transformation of healthcare

Dear Members of the admission committee

During my experience working in healthcare between technology development and clinical practice adoption, I have seen both the importance of new technology solutions in reducing the increased burden on resources and the challenges in promoting adoption of such technologies. For this reason, I am looking forward to deepening my knowledge via this master's degree and be an actor for changes in healthcare.

My academic background includes a bachelor's degree in political and social sciences from the University of Milan and a bachelor's degree in business management from Laurea University. I have spent nearly 8 years working in digital health, including 3.5 years in a genomics data-focused startup and 5.5 years in a company providing digital health solutions to cancer patients. In my current role, I work as a Strategic Partnership Lead after serving as Program Manager and Clinical Partnership Manager.

One of my most significant professional experiences was participating in a Europe-wide study that involved collaborations with clinics across multiple countries (including Finland, Greece and Portugal). This project, which was published in *The Oncologist* ([Link here](#)), gave me valuable insights into the challenges and opportunities of digital technology adoption in healthcare. It reinforced my belief in the role of digital tools to improve patient quality of life, optimize healthcare resource utilization, and ultimately revolutionize cancer care. At the same time, it highlighted the complexities involved in integrating these technologies into everyday clinical practice.

I am now eager to build upon my experiences by pursuing a master's degree that I believe will provide me with key knowledge and tools to continuing working in this field, where I found my mission for a more efficient yet patient-centric care.

Thank you for considering my application. I am excited about the possibility of joining your program and contributing to the continued advancement of digital health and I look forward to the opportunity to discuss my application further.

Sincerely  
Marco Roccato