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Dear Admissions Committee,

I am writing to express my keen interest in the Master of Managing Digital Transformation in the Health Sector (ManagiDiTH) Programme.

As a dedicated physiotherapist with a passion for leveraging technology to enhance patient care, I am excited about the opportunity to develop my knowledge and skills in this dynamic field. I believe that pursuing this international Master will provide me with the expertise and insights needed to navigate this rapidly evolving landscape.

I am particularly drawn to this Programme because of its interdisciplinary approach, which combines healthcare management, information technology, and innovation. The curriculum of this Master is exactly what I am looking for and I am confident it will give me the opportunity to evolve in my career. My experience as a physiotherapist has equipped me with valuable skills that I believe will serve me well in this Programme. I am adept at assessing patients' needs, developing personalized treatment plans, and evaluating the effectiveness of interventions. I am also comfortable using a variety of digital tools and platforms and I am not afraid of a challenge.

Throughout my professional career, I have worked at the intersection of clinical practice, education, and quality management. Since 2000, I have been a physiotherapist at Hospital Narciso Ferreira, a unit of Santa Casa da Misericórdia de Riba d'Ave, where I have also led the institution's accreditation process. My leadership in this initiative, which resulted in national quality certification by the Portuguese Directorate-General of Health (DGS), has deepened my understanding of health service organization, governance, and the crucial role of innovation in improving care delivery.

In parallel, I have served as a clinical internship supervisor for students in physiotherapy programmes, fostering the next generation of healthcare professionals. This dual commitment to care and education has fuelled my aspiration to contribute

more strategically to healthcare systems—especially in the context of digital innovation and sustainable transformation.

With my holist approach, combined with ability to overcome new challenges, I believe I can create value. The focus on entrepreneurship of this Master also interests me, as I am a creative person who constantly tries to think outside of the box.

What attracts me most to ManagiDiTH is its integrated and European-wide perspective on managing digital transformation in health. I am particularly interested in deepening my knowledge of digital tools and data-driven decision-making, learning from international peers, and developing scalable, patient-centred solutions. The opportunity to bridge the gap between clinical practice and digital strategy in healthcare is not only aligned with my professional goals but also essential for the evolution of care delivery systems globally.

In the long term, my goal is to contribute to the leadership of healthcare innovation projects within public or private institutions. I aim to advocate for ethically sound and human-centred digital health strategies, helping to ensure that technological advances translate into real benefits for patients, professionals, and systems. After graduate from this course, I envision a multitude of exciting opportunities awaiting me. Whether it's leading digital transformation initiatives, consulting on healthcare projects, or even venturing into entrepreneurship to develop innovative digital health solutions, the options are endless. But beyond career prospects, what truly excites me is the potential to make an impact on patient care and outcomes and ultimately, empower individuals to lead healthier lives. I am excited about the prospect of expanding my knowledge base and acquiring new skills that will enable me to make meaningful contributions to the field of digital healthcare and perhaps allow for a career change.

Thank you for considering my application. I am confident that my professional background, educational foundation, and personal commitment make me a strong candidate for the ManagiDiTH programme. I would be honoured to contribute to and grow within this esteemed academic community.

Sincerely,

Joana Marques Pinto