

## MOTIVATION LETTER

Dear Admissions Committee,

I'm applying to ManagiDiTH because I believe digital transformation in healthcare isn't just inevitable; it's an opportunity we can't afford to waste. And I want to be part of shaping it, not just adapting to it.

I'm in my fifth year of medical school, but I've spent just as much time exploring how technology and policy can make healthcare work better. My thesis on AI-assisted retinal diagnostics for Alzheimer's isn't just an academic exercise – it's proof that innovation can (and should!) happen at the intersection of medicine and tech. And my work on e-Health apps at Fraunhofer showed me how badly designed tools fail patients, while thoughtful ones can change lives.

But here's the thing: I'm not just interested in the "what" of digital health—I care about the "how." That's why I've pushed into policy work, drafting guidelines for organ donation and healthy ageing. Because without the right frameworks, even the best tech just becomes another layer of bureaucracy.

ManagiDiTH stands out because it gets this balance. It's not just about management theories – it's about making sure transformation actually serves patients and clinicians. After the program, I want to work where decisions are made – whether that's in EU health tech policy or hospital system design – to ensure innovation doesn't just look impressive on paper, but works in practice.

I'd bring my mix of frontline medical training, tech experience, and policy grit to the cohort. And (quite frankly), I'd love the chance to learn from others who are as impatient as I am to fix healthcare's broken systems.

Best regards,

Alexandra Lourenço