

**Admissions Committee**  
**Managing Digital Transformation in the Health Sector**  
**ManagiDiTH Program**

12th May 2025

**Motivation Letter for ManagiDiTH Master's Program**

Dear Admissions Committee,

I am writing to express my keen interest in the Managing Digital Transformation in the Health Sector (ManagiDiTH) Master's Program. As the co-founder and CEO of Nursebeam, a healthcare technology company developing cross-border medical chatbots, I see this program as an exceptional opportunity to enhance my knowledge at the intersection of healthcare, technology, and policy.

**Professional Background and Alignment with Program Goals**

My journey in digital transformation began during my time as Director of Weather Service at the Estonian Environment Agency, where I transformed environmental data collection systems for 1.3 million users. This experience showed me the power of well-designed digital systems to deliver crucial information to users at scale.

Since 2018, I have been leading Nursebeam, where we have developed medical chatbots operating in 29 languages across 80 countries. Our work focuses on cross-border healthcare solutions and data-driven approaches to optimize medication regimens. We have secured €60k in funding from EIT Health and are currently integrating European Health Data Space principles into our platform architecture.

The ManagiDiTH program's focus on digital healthcare transformation directly addresses the challenges I face daily. The curriculum's three main components—health sector skills, societal skills, and digital skills—align perfectly with the multifaceted nature of digital healthcare innovation. I am particularly drawn to the interoperability specialization branch, as seamless health data exchange is critical for the cross-border solutions I'm developing.

**Why This Program Is Important for My Work**

The European healthcare landscape is undergoing rapid digital transformation, accelerated by initiatives like the European Health Data Space. However, implementing these frameworks requires expertise that bridges healthcare systems, policy, and technical standards. The ManagiDiTH program, with its partnership between prestigious institutions across Europe, offers precisely this interdisciplinary approach.

My work at Nursebeam and my recently launched research website, [healthdataspace.eu](https://healthdataspace.eu), both focus on facilitating secure cross-border health data exchange. The knowledge and skills I would gain from this program would directly enhance these initiatives. The course's emphasis on interoperability and health data classifications would be particularly valuable as we scale our solutions across more European countries.

Additionally, my experience as a healthcare hackathon mentor and former Board Member for Nordics at EIT Health Innovators Community has shown me the importance of combining technical understanding with healthcare domain knowledge. The ManagiDiTH program's comprehensive curriculum would strengthen both aspects of my expertise.

### **Future Goals and Contribution to the Program**

After completing this program, I plan to:

1. Enhance Nursebeam's capabilities by implementing advanced interoperability standards and expanding our cross-border healthcare solutions.
2. Develop [healthdataspace.eu](https://healthdataspace.eu) into a comprehensive resource on European Health Data Space implementation.
3. Contribute to policy discussions on digital healthcare transformation at both national and European levels.

The program's online format fits perfectly with my ongoing professional commitments, allowing me to immediately apply new knowledge to real-world challenges. I believe I can also contribute valuable perspectives to the learning community based on my practical experience implementing digital health solutions across borders.

I am particularly excited about the program's multicultural learning environment. The opportunity to network with up to 240 students from various backgrounds and different EU countries would be invaluable for understanding diverse healthcare contexts and approaches to digital transformation.

In conclusion, I see the ManagiDiTH program as the ideal next step in my professional development. It would provide me with the advanced knowledge and skills needed to make a greater impact in cross-border digital healthcare, while also connecting me with a network of like-minded professionals across Europe.

Thank you for considering my application. I look forward to the opportunity to further discuss how my background and goals align with the program.

Healthy vibes,

Timo Uustal