

## Letter of Motivation for ManagiDiTH

Dear Admissions Committee,

I am writing to express my strong interest in joining the *Master in Managing the Digital Transformation in the Health Sector (ManagiDiTH)* programme. With a background in Physiotherapy and a deep-rooted interest in the integration of digital technologies in healthcare, I see this master's degree as the ideal opportunity to combine my clinical expertise with strategic and technological skills in order to contribute meaningfully to the digital transformation of healthcare systems.

Over the past three years, I have been increasingly drawn to how automation and artificial intelligence (AI) can optimise clinical workflows and improve patient care. My core motivation is simple: to help health professionals gain more time to truly connect with their patients — therapeutically and personally — by relieving them of repetitive and administrative burdens. I believe that digital solutions, when responsibly and efficiently designed, can enhance clinical decision-making, predict potential health issues and personalise care in ways that are both scalable and impactful.

What particularly attracts me to the ManagiDiTH programme is its interdisciplinary nature and its focus on cultivating leaders who are prepared to drive innovation across diverse healthcare settings. The opportunity to collaborate with peers from various academic and professional backgrounds strongly aligns with my belief in collective intelligence and my purpose-driven vision of positively impacting health — locally, nationally, and globally. Moreover, the emphasis on data science, digital strategy and implementation of smart health systems resonates with my ambition to help shape a future where access to care is more equitable, efficient and effective.

As an assistant lecturer in a physiotherapy bachelour degree programme, I also feel a strong responsibility to remain current with technological trends in health. I want to bring this evolving knowledge into the classroom, inspiring students to think critically about how digital innovation can shape the future of patient care.

In parallel, I am actively involved in clinical research, particularly in spinal health. I am currently developing a project that leverages AI-based predictive models for individuals with spinal deformities — a condition that affects 2–3% of the global population. I hold technical and academic expertise in this field and envision creating a digital end-to-end solution that supports patients throughout their care journey. However, to bring this vision to life, I need the skills that ManagiDiTH offers and, just as importantly, the opportunity to collaborate with talented peers in areas such as data science, product management and medical imaging analysis.

I am confident that this programme will provide the academic foundation and network I need to contribute to transformative healthcare solutions. I am excited about the possibility of learning, co-creating and taking part in shaping the digital future of health.

Thank you for considering my application.

Sincerely,  
Pedro Botelho Fernandes

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