

To whom it may concern,

I am excited to submit my application for the Master's Degree in Managing Digital Transformation in the Health Sector (ManagiDiTH). I am applying for the Master's Degree because I want to combine my business and digital communication skills with new expertise in healthcare innovation. I am ready to take the next step in my professional journey, and I believe this program will give me the right knowledge, international experience, and network to make a real impact in the future.

In my previous studies, I focused on digital strategies by writing a thesis titled “Digitaalinen markkinointiviestintäopas TEL-Kone Oy:lle,” where I developed a digital marketing guide for a construction company. This project made it clear to me how industries can be transformed through digitalization and it also made me realize that my true passion lies in applying digital solutions to fields that directly improve people's lives, like healthcare.

What draws me to Master’s Degree is its multidisciplinary approach: health sector skills, societal understanding, and digital technologies. I am especially excited about courses like Managing the Digital Transformation in Healthcare, Service Design, and Data Analytics. I see specialization in Data Science as an opportunity to strengthen my technical skills, while also learning how to apply data for better decision-making in healthcare services.

I am confident that I can successfully balance my studies and other responsibilities. During my Bachelor’s degree in Business Administration, I worked full-time alongside my studies and was able to manage my time effectively while maintaining strong academic performance. I am motivated by challenges, and I believe that combining work and study has made me even more organized, resilient, and goal-oriented.

The flexible, multicultural, and fully online format fits my needs perfectly. I value working in international teams and learning from different perspectives, and I am motivated by the idea of solving real-world problems as part of the learning process.

My long-term goal is to help healthcare organizations successfully navigate digital change improving efficiency, accessibility, and the quality of care. I believe that by joining the ManagiDiTH program, I will gain the skills, mindset, and practical experience to make that vision a reality.

Yours sincerely,  
Suweyda Mohamed