



**MELANIE
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**Personal
Information**

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Date of Birth:

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Languages

German, English, Latin,
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Hobbies

running, cycling,
bouldering, acrylic
painting, reading, hiking

Motivational Letter

Dear Members of the Admissions Committee,

I am writing to express my keen interest in the Master Program in Management of Digital Transformation in Health (ManagiDiTH). My background in medicine, combined with a profound commitment to enhancing healthcare systems through digital innovation, aligns seamlessly with the objectives of this program. The opportunity to develop a foundational understanding of digital health within a structured academic setting is a crucial next step in my career.

From a young age, I exhibited an innate curiosity and a desire to optimize the environments around me. Growing up in a working-class family, where my parents were often too busy to navigate the complexities of modern conveniences, I found myself driven to take on the role of problem-solver from a very early age. Whether setting up email accounts or researching the best household appliances, I was always eager to learn and apply new knowledge for the benefit of my family. This early exposure to problem-solving instilled in me a deep sense of responsibility and a desire to make meaningful contributions to society.

My passion for healthcare emerged naturally from my familial environment, where care and compassion were paramount. Motivated by these values, I pursued a degree in medicine, which further exposed me to the intricacies and challenges within the healthcare sector. During my studies and work in various medical specialties, including clinical research, I repeatedly encountered limitations that could only be addressed through systemic changes, particularly in the digital sphere.

Realizing the transformative potential of digital technologies in healthcare, I transitioned to a role at a public health research institute in Austria, focusing on digital health. Over the past eighteen months, this position has offered me invaluable practical experience and a clearer understanding of the challenges and opportunities in implementing digital health solutions. However, it has also highlighted my need for a more comprehensive theoretical framework to effectively lead and innovate in this rapidly evolving field.

The ManagiDiTH program stands out as an ideal environment for achieving my career goals. Through its rigorous curriculum and focus on the management of digital health transformation, I am eager to gain the strategic insights and managerial skills necessary to lead impactful projects. My aim is not merely to participate in the field but to drive it forward, leveraging digital technologies to enhance healthcare accessibility, efficiency, and effectiveness globally. Joining the ManagiDiTH program would not only fulfill my professional ambitions but also honor my lifelong commitment to community service and improvement. I am excited about the prospect of contributing to and growing with the vibrant academic community.

Thank you for considering my application. I look forward to the possibility of contributing to and growing within your esteemed program, and I am eager to advance my understanding and capabilities in digital health, ultimately making a lasting impact on the healthcare systems worldwide.

Warm regards,