Outside-in. The benefits of working with external organisations, using the relationship between the University of Melbourne and Bupa as a case study.

New ways of working in partnership, Oral

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Abstract:

As demand for services across the tertiary education sector increases, often without an alignment of resources to match, universities are increasingly partnering with third party organisations to provide a range of services to their community of staff and students. A successful partnership between a University and an external organisation provides universities with an opportunity for innovative solutions for service delivery whilst drawing on the expertise and knowledge of the partner. This partnership model can also benefit external providers by providing customer insight and opportunities for trialling interventions and development of solutions for their industry.

As is common with most Australian universities, the University of Melbourne has a preferred provider of Overseas Student Health Cover insurance for international students and in 2017 Bupa was awarded the contract. Following the appointment of BUPA as preferred OSHC provider for international students the University of Melbourne has partnered with BUPA in a range of health initiatives. Whilst some may see this primarily as a transactional relationship, this presentation will outline the opportunities that this relationship has provided to the University and the benefits that have ensued for the health insurance provider. We will look at the challenges and opportunities provided by such a relationship and lessons learnt as the partnership as grown.

Biography: