

Research pillars 2027-28

Research pillars guiding our research activity and investment in the 2027 and 2028 financial years.

Acknowledgement of Country

Medibank acknowledges Aboriginal and Torres Strait Islander peoples as the First Peoples of this nation.

We proudly recognise Elders past, present and emerging as the Traditional Owners of the lands on which we work and live.

We're committed to supporting Indigenous self-determination and envision a future where all Australians embrace Aboriginal and Torres Strait Islander histories, cultures and rights as a central part of our national identity.

Aboriginal and/or Torres Strait Islander peoples should be aware that this report may contain the images and names of people who may have passed away since publication.

Introduction

The Medibank Better Health Research Hub (MBHRH) prioritises health and health services research in areas that address the quintuple aims of healthcare: improving health outcomes, affordability, patient experience, health equity, and the wellbeing of healthcare workers.

With a focus on collaboration and research translation, we partner with researchers, health services and organisations across the health sector. We have committed around \$12 million of funding for projects since 2013 for the benefit of our customers and the community.

This document outlines our Research Pillars for the 2027 and 2028 financial years. Research under these pillars aim to support the four system shifts that are essential to drive the health transition: from treatment to prevention, hospital to community, analogue to digital, and generic to personalised care.

Vision

Impactful research partnerships aligned to our research pillars that drive the health transition needed to support the long-term sustainability of the health system, and achieve the best health and wellbeing for Australia.

Mission

We aim to:

- Find evidence-based ways to improve healthcare delivery and health outcomes
- Strengthen engagement and collaboration with researchers
- Accelerate translation of research into policy, practice and services to drive system change.

Value we bring

We work with our research partners to understand and respond to some of Australia's biggest health challenges by providing:

- Funding and in-kind support for translational research
- Opportunity to collaborate with a network of research, clinical and industry experts
- Access to Medibank de-identified data and health services in line with relevant laws, policies and guidelines
- Communication, advocacy and engagement activities to promote research studies and amplify outcomes at a national level
- Support to enable implementation and maximise research impact.

Supported research

Who do we support?

- Universities
- Health services
- Medical research institutes
- Professional associations
- Not-for-profit organisations

Which research areas?

- Population and public health
- Primary care
- Health services
- Health policy and systems

What type of activity?

- Research projects and programs, including seed funding and co-contributions for direct research costs
- Education and training, including support for early-career clinician researchers and PhD students
- Externally administered grant programs

Research pillars

We refresh our research pillars every two years to guide our research activity and investment in support of Medibank's 2030 vision to create the best health and wellbeing for Australia.

As part of this evidence-informed process, we asked Medibank customers¹, research experts² and our people across the Medibank Group³ for their views on where more health and health system research is needed.

Here's what we heard:

- **Customers** valued a strong focus on prevention, healthy ageing, equity of access, out-of-hospital care, system sustainability and research with real-world impact.
- **Research experts** emphasised consumer co-design, integrated care, improved system navigation, and innovative care models enabled by AI, data, technology and workforce support.
- **Our people** reinforced the importance of research translation, implementation and scale-up to drive sustainable system change.

Based on this feedback, our research pillars for the 2027 and 2028 financial years are:

- Prevention across life stages
- Innovative care models
- Mental health in the community.

¹ Qualitative survey of 620 Medibank customers conducted by Bastion Insights (February 2026)

² Consultation with Medibank Better Health Research Hub research, policy and advocacy partners (March 2026)

³ Including teams across Medibank, Amplar Health and ahm

Research pillars



Prevention across life stages

Preventative health seeks to keep people well across all stages of their lives by promoting good metabolic and brain health, preventing or minimising the impact of disease or injury, and reducing avoidable hospitalisation.

This pillar supports Medibank's focus on growth in prevention, healthy ageing and proactive, team-based care, and will inform national policy and reform objectives in primary care.

Priority research

Research will focus on strategies in primary care, allied health and community care, including delivery and funding models, to improve prevention, early detection and management of illness, and support healthy ageing.



Innovative care models

New and innovative care models aim to deliver more value, choice and control to patients and to support better access, while also contributing to the sustainability of the health system, workforce and environment.

This pillar aligns with Medibank's focus on personalised care options such as homecare, virtual care or shorter hospital stays with recovery supported at home.

Priority research

Research will focus on out-of-hospital, home-based and virtual care, enabled by AI, data, technology and the workforce, to improve access, patient experience, system navigation and continuity of care.



Mental health in the community

Building and maintaining good mental health in the community is enabled by support across everyday settings and primary care, including approaches that are responsive to the needs of diverse communities and accessible at times when they are needed the most.

This pillar supports Medibank's aim to support the health and wellbeing of the community, improve workforce wellbeing, and our 10-year commitment to address loneliness.

Priority research

Research will inform implementation of co-designed, tailored and targeted approaches across community, education and primary care settings to enable and promote good mental health, with a focus on prevention, health and life transition points, and/or the healthcare workforce.

Medibank's long-standing commitment to Reconciliation will continue to include funding and support for community-led, place-based research in Aboriginal and Torres Strait Islander health.

We encourage projects led by Aboriginal and/or Torres Strait Islander researchers that align with community priorities, and that are grounded in Indigenous research methodologies, cultural knowledge, and relationships.

Research supported under this commitment aims to improve the delivery of culturally-safe healthcare, strengthen trust within communities, and address systemic barriers to better health equity and outcomes in alignment with the principles of self-determination.

Research principles

Our research principles reflect Medibank's values and underpin all partnerships and projects to ensure research is designed to maximise health and healthcare outcomes.



Person-centred

Responding to patient and community needs by including consumer perspectives through early co-design and involvement in research activity.



Health equity and inclusion

Addressing disparity or need and inclusive of priority populations, with a focus on Aboriginal and Torres Strait Islander community priorities in health, sex and gender differences, regional and rural communities, and culturally responsive, place-based approaches.



Collaboration

Incorporating lived experience and multidisciplinary perspectives, through partnership and coordination, to address health, economic and social impacts.



Translation and implementation

A clear plan and pathway for knowledge transfer, implementation and scale-up into sustainable policy, practice and services.

Governance

Research supported by MBHRH is governed by the Health Research Governance Committee (HRGC), comprised of Medibank leaders with diverse professional and academic backgrounds. The HRGC considers research opportunities for alignment with MBHRH research pillars and principles, lived-experience perspectives, scientific merit and quality, feasibility, and potential for translation and implementation at scale.

Contact

We welcome opportunities to partner with researchers on projects that align to our research pillars and principles.

For further information, please visit **Medibank Better Health Research Hub** or email us at **healthresearch@medibank.com.au**