

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" Relax Relate & Re

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### Relax Relate & Release

Contact: Hazel Lee  
Industry: Health & Wellness  
Massage Therapy

REFERRAL 1/2

80% conf

Bluebird Health Partners!" Relax Relate & Release

#### Reasoning:

Bluebird Health Partners specializes in healthcare strategy, which can include advocating for wellness solutions beneficial to veterans. Relax Relate & Release targets veterans, making them a prime referral partner for Bluebird's healthcare clientele.

#### Value Proposition:

Bluebird can provide Relax Relate & Release with a steady stream of clients from healthcare solution providers interested in veteran wellness services, potentially increasing Relax's client base by 20% within the year.

#### Collaboration Example:

Bluebird Health Partners could refer veterans seeking therapeutic services to Relax Relate & Release during consultations for healthcare strategies. For example, after a strategy session with a healthcare provider focused on veteran services, Bluebird shares Relax's promotional materials with them, resulting in five new massage therapy appointments booked each month.

#### Synergy Potential:

This partnership is unique because it combines Bluebird's strategic insights in healthcare with Relax's specialized focus on veterans, creating a targeted approach that directly addresses the needs of a specific community.

**Action Items:**

1. Schedule a meeting between Cary Hendricks and Hazel Lee to discuss referral arrangements.
2. Create joint marketing materials that highlight the benefits of massage therapy for veterans.
3. Set up a tracking system to measure the number of referrals made and new clients acquired.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Relax Relate &amp; Release / Bluebird Health Partners

**Reasoning:**

Relax Relate & Release can identify veterans who may benefit from Bluebird's healthcare strategy services, especially those starting businesses or seeking funding in the health tech industry.

**Value Proposition:**

By referring clients to Bluebird, Relax can enhance its service offering, potentially increasing revenue from veterans entering the healthcare startup space by 15% through successful partnerships.

**Collaboration Example:**

During a massage therapy session, Hazel Lee could identify a veteran interested in starting a health tech company. She can then refer them to Bluebird Health Partners, leading to a strategic consulting contract that earns Bluebird \$5,000, with a nominal referral fee provided to Relax.

**Synergy Potential:**

This pairing stands out because it not only promotes health but also empowers veterans by connecting them with the resources needed to succeed in the healthcare market, addressing both therapeutic and entrepreneurial needs.

**Action Items:**

1. Develop a referral program that incentivizes Relax to send clients to Bluebird.
2. Train Relax's staff to recognize clients who may benefit from Bluebird's services.
3. Host a workshop at Relax for veterans about business strategy in healthcare, featuring Bluebird consultants.

Value: MEDIUM

MUTUAL BENEFIT