

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !" The P-Way Solutions LLC

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

REFERRAL 1/2

70% conf

Bluebird Health Partners !" The P-Way Solutions LLC

Reasoning:

Bluebird Health Partners targets healthcare solution providers, many of whom may require commercial spaces that need janitorial services. The P-Way Solutions can provide those services effectively, making it beneficial for Bluebird to refer them to their clients.

Value Proposition:

Bluebird can enhance its service portfolio by connecting clients with reliable janitorial services, potentially earning referral fees, while The P-Way Solutions gains access to new clients.

Collaboration Example:

During a client engagement, Bluebird identifies a healthcare startup that has just secured office space but needs cleaning services. Bluebird refers The P-Way Solutions, who provides a tailored cleaning package for the startup, leading to a \$2,000 contract. Bluebird earns a \$200 referral fee while The P-Way Services gains a new client.

Synergy Potential:

This partnership is unique because it combines healthcare consulting with essential operational services, streamlining the onboarding process for healthcare startups and improving their overall operational efficiency.

Action Items:

1. Develop a referral agreement outlining terms and fees.

2. Create a joint marketing flyer highlighting the partnership and shared client benefits.
3. Schedule a meeting to discuss potential health sector clients needing janitorial services.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

The P-Way Solutions LLC !' Bluebird Health Partners

Reasoning:

The P-Way Solutions serves small businesses and may encounter clients in the healthcare sector that require strategic consulting services. Referring these clients to Bluebird can enhance The P-Way's service offerings.

Value Proposition:

The P-Way can strengthen its client relationships by providing access to consulting services that help its clients improve operational strategies, while Bluebird gains new clients through The P-Way's existing network.

Collaboration Example:

A local dentist using The P-Way's janitorial services expresses concerns about streamlining operations and increasing patient satisfaction. The P-Way refers the dentist to Bluebird, which then conducts a consulting session, leading to a \$5,000 engagement. This referral strengthens The P-Way's relationship with the dentist, who appreciates the added value.

Synergy Potential:

This relationship is distinctive as The P-Way can provide introductions to healthcare clients who need operational improvements, enhancing the growth potential for both businesses.

Action Items:

1. Create a dedicated referral form for The P-Way's staff to streamline client referrals to Bluebird.
2. Organize a training session for The P-Way's team to understand Bluebird's services better.
3. Collaborate on a co-branded newsletter featuring tips for healthcare businesses, including both consulting and cleaning services.

Value: MEDIUM

MUTUAL BENEFIT