

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" Simple Creations

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

## COLLABORATION 1/2

80% conf

Bluebird Health Partners!" Simple Creations By T

### Reasoning:

Bluebird Health Partners can leverage Simple Creations By T's custom gift services to create personalized gifts for their healthcare clients. This would enhance Bluebird's client relationships and provide Simple Creations with exposure to a new market.

### Value Proposition:

By collaborating, Bluebird can enhance client satisfaction and retention, potentially increasing revenue by 15% through improved client engagement. Simple Creations can tap into a new customer base and increase sales by showcasing their products in healthcare settings.

### Collaboration Example:

Bluebird Health Partners organizes a health symposium for local healthcare providers and includes a segment where Simple Creations By T sets up a booth offering custom healthcare-themed gifts, such as personalized mugs and T-shirts. They collaborate on marketing the event, splitting potential ticket sales of \$2,000, while Simple Creations gains direct sales and brand awareness in the healthcare sector.

### Synergy Potential:

This partnership uniquely combines healthcare consulting with personalized gifting, creating a niche market for custom gifts that promote health awareness and recognition in the healthcare community.

### Action Items:

1. Schedule a meeting between Cary Hendricks and Tiana Harris to brainstorm potential gifts for healthcare events.
2. Develop a joint marketing plan for the upcoming health symposium.
3. Create a portfolio of sample products from Simple Creations to showcase at Bluebird's client meetings.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Simple Creations By T! Bluebird Health Partners

### Reasoning:

Simple Creations could refer healthcare solution providers who need strategy execution consulting to Bluebird Health Partners, as both serve clients in the healthcare space without direct competition.

### Value Proposition:

Simple Creations can earn referral fees of around 10% on any contracts signed by their referred clients, while Bluebird gains new clients from Simple Creations' network, enhancing their revenue.

### Collaboration Example:

When Tiana Harris works with healthcare organizations that require strategic consulting, she refers them to Bluebird Health Partners during client meetings, highlighting their expertise. For each successful referral that results in a consulting contract worth \$10,000, Simple Creations would earn \$1,000.

### Synergy Potential:

By referring clients between both businesses, they create a seamless connection between personalized gifting and healthcare strategy, enhancing value for clients who appreciate integrative service offerings.

### Action Items:

1. Create a referral agreement outlining terms and compensation for Simple Creations.
2. Develop promotional materials that Simple Creations can use to introduce Bluebird's services to their clients.
3. Set up a system for tracking referrals and any resulting contracts.

Value: MEDIUM

MUTUAL BENEFIT