

# 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

REFERRAL 1/2

70% conf

Bluebird Health Partners!" Simple Creations By T

#### Reasoning:

Bluebird Health Partners targets healthcare solution providers who may need custom gifts for promotional events or client appreciation. Simple Creations By T could create personalized gifts for these healthcare providers, which Bluebird could recommend to their clients.

#### Value Proposition:

Bluebird can earn referral fees, while Simple Creations gains access to a new market of healthcare providers, increasing their sales potential.

#### Collaboration Example:

When Bluebird Health Partners consults with a new healthcare startup, they could recommend Simple Creations to create custom branded items, such as embroidered lab coats or promotional tote bags. For each referral, Bluebird earns a 10% commission on sales generated, creating a steady revenue stream while providing added value to their clients.

#### Synergy Potential:

This pairing uniquely combines healthcare strategy with personalized gifting, creating a niche opportunity to enhance client relationships in the healthcare sector, which is often overlooked.

### Action Items:

1. Schedule a meeting between Cary Hendricks and Tiana Harris to discuss potential referral agreements.
2. Create a brochure or digital presentation showcasing Simple Creations' services tailored for healthcare providers.
3. Establish a tracking system for referrals to measure success and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

60% conf

Simple Creations By T | Bluebird Health Partners

### Reasoning:

Simple Creations By T could provide personalized gifts and apparel for Bluebird Health Partners' corporate events, enhancing their branding and client engagement efforts.

### Value Proposition:

By using Simple Creations' products, Bluebird can improve their event experiences and strengthen client relationships, while Simple Creations gains a consistent corporate client.

### Collaboration Example:

For Bluebird Health Partners' annual client appreciation event, Simple Creations could design and produce custom engraved pens and notebooks featuring Bluebird's logo. These items would be distributed to 100 attendees, enhancing the event's professional atmosphere and leaving a lasting impression, while Simple Creations earns around \$2,000 from the order.

### Synergy Potential:

This relationship leverages Bluebird's healthcare industry presence with Simple Creations' unique offerings, creating a tailored approach to client engagement that is not common in the consulting space.

### Action Items:

1. Tiana Harris should create a sample kit of her products tailored for healthcare consulting firms.
2. Develop a pricing structure for bulk orders specific to Bluebird's needs.
3. Set up a feedback mechanism post-event to assess client satisfaction and potential for future orders.

Value: MEDIUM

MUTUAL BENEFIT