

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc. !” Bluebird H

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

### REFERRAL 1/2

80% conf

Bluebird Health Partners !” Aspirations Behavioral Health Inc.

#### Reasoning:

Bluebird Health Partners specializes in healthcare strategy and consulting, which positions them well to refer clients to Aspirations Behavioral Health for mental health support. Aspirations, in turn, can refer clients needing strategic healthcare solutions to Bluebird.

#### Value Proposition:

Increased client base for both businesses through mutual referrals, potentially boosting revenue by 20% within the next quarter.

#### Collaboration Example:

Bluebird Health Partners implements a referral program where they introduce their clients—healthcare startups—to Aspirations Behavioral Health. For every client referred, Aspirations offers a discount on their services, while Bluebird receives a referral fee for each successful conversion, creating a win-win scenario that enhances both companies' offerings.

#### Synergy Potential:

Both businesses target the healthcare sector but from different angles—strategy execution and mental health. This unique pairing allows them to enhance their service offerings and provide comprehensive support to healthcare providers.

**Action Items:**

1. Develop a formal referral agreement outlining the terms and fee structure.
2. Create joint marketing materials to promote the referral partnership to their respective client bases.
3. Schedule a quarterly meeting to evaluate the success of referrals and discuss any necessary adjustments.

Value: HIGH

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

Aspirations Behavioral Health Inc.!' Bluebird Health Partners

**Reasoning:**

Aspirations Behavioral Health can benefit from Bluebird Health Partners' consulting services to improve their operational strategies, especially in scaling their telehealth services effectively.

**Value Proposition:**

By engaging Bluebird for a consulting project, Aspirations could streamline their operations, potentially increasing service capacity by 30% and leading to a projected increase in revenue from new clients.

**Collaboration Example:**

Aspirations Behavioral Health hires Bluebird Health Partners to consult on optimizing their telehealth platform. Bluebird conducts a thorough analysis of Aspirations' current workflow and implements a new client onboarding process, reducing the time to treatment by 50%. This improvement allows Aspirations to accept more clients, thus generating additional revenue of approximately \$25,000 over the next six months.

**Synergy Potential:**

Aspirations' need for strategic operational improvements aligns perfectly with Bluebird's expertise in healthcare strategy execution, enabling a targeted approach to enhance service delivery in mental health.

**Action Items:**

1. Set up an initial consultation meeting to discuss Aspirations' operational needs and challenges.
2. Outline a proposal for a consulting project focused on workflow optimization.
3. Establish KPIs to measure the impact of the consulting engagement on service delivery and revenue.

Value: MEDIUM

MUTUAL BENEFIT