

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners !” Grayland

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### Grayland

Contact: Lauren Hubel

Industry: Real Estate

Commercial Real Estate Appraisal

### REFERRAL 1/2

70% conf

#### Bluebird Health Partners !” Grayland

##### Reasoning:

Bluebird Health Partners and Grayland serve distinct yet complementary markets. Bluebird focuses on healthcare solution providers, while Grayland caters to commercial lenders and property owners. By referring clients to each other, both businesses can enhance their service offerings without competing directly.

##### Value Proposition:

By establishing a referral system, both businesses can potentially increase their client base by 10-15%, leading to significant revenue growth.

##### Collaboration Example:

Bluebird Health Partners identifies healthcare startups that require office space and refers them to Grayland for commercial property appraisal services. In return, Grayland refers clients seeking healthcare consulting to Bluebird, creating a beneficial cycle of client referrals. For instance, if a healthcare startup needs to appraise a new facility, they would get a direct introduction to Grayland, while Grayland's clients needing strategic consulting would be directed to Bluebird.

##### Synergy Potential:

The unique synergy lies in their engagement with clients at different stages of their business lifecycle—Bluebird prepares healthcare startups for growth while Grayland assists in their physical establishment, creating a robust support network for new businesses.

**Action Items:**

1. Schedule a meeting between Cary Hendricks and Lauren Hubel to discuss potential referral agreements.
2. Develop a co-branded marketing brochure outlining the benefits of each service for mutual clients.
3. Set up a quarterly check-in to review referral success rates and explore further collaboration opportunities.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Grayland | Bluebird Health Partners

**Reasoning:**

Grayland's clients, including commercial lenders, often require insights into healthcare facility appraisals which can involve consulting services. By referring these clients to Bluebird Health Partners, Grayland can enhance its service offering and provide added value.

**Value Proposition:**

This referral partnership could lead to a 5-10% increase in client satisfaction and retention for Grayland, translating into higher revenues due to repeat business.

**Collaboration Example:**

When Grayland appraises a healthcare property for a commercial lender, they can refer the lender to Bluebird for strategic consulting services to assess the healthcare provider's business model and operations. This could lead to a comprehensive package for the lender, enhancing their confidence in financing healthcare ventures.

**Synergy Potential:**

The pairing is unique because Grayland's real estate expertise complements Bluebird's strategic consulting, allowing them to address both financial and operational aspects of healthcare facilities, thus providing a holistic service to their clients.

**Action Items:**

1. Create a formal referral agreement that outlines the process and benefits for both companies.
2. Host a joint webinar showcasing the value of combining real estate appraisal with healthcare consulting for potential clients.
3. Compile case studies illustrating successful collaborations between real estate and healthcare consulting to share with prospective clients.

Value: MEDIUM

MUTUAL BENEFIT