

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” flow

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

## REFERRAL 1/2

75% conf

flow !” Bluebird Health Partners

### Reasoning:

Both flow and Bluebird Health Partners target professionals and organizations within the healthcare industry, albeit in different capacities. flow's coaching services can benefit healthcare solution providers that Bluebird works with, making referrals a natural fit.

### Value Proposition:

By referring clients to each other, both businesses can increase their customer base, potentially adding revenue streams of 10-20% from new clientele.

### Collaboration Example:

flow could refer healthcare startups that are struggling with team dynamics to its coaching services, helping them build stronger internal communication. In return, Bluebird Health Partners could introduce flow to their clients who are seeking professional development resources, leading to mutual referrals and a revenue-sharing model of 15% on coaching fees.

### Synergy Potential:

The unique synergy lies in the intersection of personal development and healthcare strategy; as organizations in healthcare improve their internal dynamics through coaching, they can execute better strategies, creating a holistic improvement in their operations.

### Action Items:

1. Schedule a meeting between Miguel and Cary to discuss the potential referral framework.
2. Create a joint marketing brochure that outlines the benefits of coaching for healthcare providers.
3. Develop a tracking system to monitor referrals and shared clients for ongoing evaluation.

Value: MEDIUM

MUTUAL BENEFIT

65% conf

## COLLABORATION 2/2

flow !' Bluebird Health Partners

### Reasoning:

The coaching services of flow can complement the healthcare consulting provided by Bluebird Health Partners, creating a comprehensive service offering that addresses both strategic execution and team development.

### Value Proposition:

Collaborating on a combined service package can lead to an increase in project bids by 20-30% as clients see the added value in having both strategic and personal development services.

### Collaboration Example:

They could jointly host a workshop for healthcare startups focusing on both strategy execution and team building. For instance, during a two-day boot camp, Bluebird would cover healthcare strategy essentials, while flow would conduct sessions on leadership and team dynamics. This could attract 15-20 participants at \$1,000 each, generating \$15,000 in revenue, split between both businesses.

### Synergy Potential:

This partnership is unique because it combines the strategic insights of healthcare consulting with the personal growth aspects of coaching, thus addressing both operational and human factors that are crucial in healthcare settings.

### Action Items:

1. Develop a workshop outline that combines both coaching and strategy execution topics.
2. Identify potential participants from Bluebird's current client list who would benefit from such a workshop.
3. Set a date and secure a venue for the workshop within the next month.

Value: HIGH

MUTUAL BENEFIT