

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!" The P-Way

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

### REFERRAL 1/2

80% conf

#### Aspirations Behavioral Health Inc.!" The P-Way Solutions LLC

##### Reasoning:

Aspirations Behavioral Health Inc. and The P-Way Solutions LLC serve overlapping clientele who may benefit from mental health support and clean, professional environments. As businesses that work with clients who value well-being, they can refer clients to each other without competing.

##### Value Proposition:

Aspirations could gain access to a steady stream of new referrals for mental health counseling, while The P-Way could see increased business from clients who prioritize a clean workspace, generating more contracts.

##### Collaboration Example:

Aspirations Behavioral Health could recommend The P-Way Solutions to clients looking for professional cleaning services after mental health sessions, especially for those returning to work. The P-Way could provide a discount for referrals, encouraging clients to book services. This could lead to an estimated 10 new clients per month for The P-Way, boosting revenues by \$1,500, while Aspirations enhances its service offerings.

##### Synergy Potential:

This partnership uniquely combines mental wellness with environmental wellness, addressing the holistic needs of clients. The collaboration focuses on both mental health and physical surroundings, which is a less common pairing in the Jacksonville market.

**Action Items:**

1. Schedule a meeting between Kristian Wilson and Pervis Lowman to discuss referral agreements.
2. Develop a marketing flyer highlighting the benefits of both services for shared clients.
3. Create a joint social media campaign promoting the importance of clean workspaces for mental health and well-being.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

The P-Way Solutions LLC ! Aspirations Behavioral Health Inc.

**Reasoning:**

The P-Way Solutions LLC can refer clients to Aspirations Behavioral Health, particularly in commercial settings where mental health resources are increasingly valued by employees. This is particularly relevant for businesses that utilize their janitorial services.

**Value Proposition:**

The P-Way could enhance its service offering by promoting mental health resources, potentially leading to increased contracts with companies looking to improve employee wellness.

**Collaboration Example:**

When The P-Way completes a cleaning contract for a corporate client, they could leave behind informational pamphlets about Aspirations' mental health services, encouraging the business to incorporate mental wellness into their employee benefits. This could lead to 5 new corporate contracts for Aspirations, equating to \$2,000 in new client fees.

**Synergy Potential:**

This dynamic leverages The P-Way's existing relationships with businesses to introduce mental health services, creating a unique value proposition that enhances both companies' offerings.

**Action Items:**

1. Develop a referral flyer that The P-Way can distribute to its clients highlighting Aspirations' services.
2. Create a joint workshop for corporate clients on the importance of mental health and cleanliness in the workplace.
3. Establish a tracking system to monitor referrals and outcomes from this partnership.

Value: MEDIUM

MUTUAL BENEFIT