

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" The P-Way Solutions LLC

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### The P-Way Solutions LLC

Contact: Pervis Lowman  
Industry: Real Estate  
Commercial Janitorial Services

REFERRAL 1/2

70% conf

Bluebird Health Partners!" The P-Way Solutions LLC

#### Reasoning:

Both businesses serve the healthcare sector and small businesses, which means they can refer clients to each other without competing directly. Bluebird Health Partners can refer healthcare startups in need of janitorial services to The P-Way Solutions, while The P-Way can recommend Bluebird's consulting services to their clients in the healthcare industry.

#### Value Proposition:

Increased client referrals could lead to a potential revenue increase of 15-20% for both businesses as they tap into each other's client bases.

#### Collaboration Example:

When Bluebird Health Partners consults with a healthcare startup that needs operational support, they could refer The P-Way Solutions for a janitorial service contract. In return, The P-Way Solutions could introduce their healthcare clients needing strategic consulting to Bluebird, creating a seamless referral loop that enhances both portfolios.

#### Synergy Potential:

This partnership uniquely leverages their positions in overlapping markets, creating a robust referral network that enhances client satisfaction and service offerings without direct competition.

### Action Items:

1. Set up a meeting to discuss referral opportunities and exchange client needs.
2. Create a joint marketing flyer that outlines the benefits of both services for healthcare startups.
3. Establish a referral tracking system to monitor the success of client referrals between the two businesses.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

60% conf

The P-Way Solutions LLC / Bluebird Health Partners

### Reasoning:

The P-Way Solutions could provide janitorial services to Bluebird Health Partners' office or any healthcare clients they consult. This presents an opportunity for Bluebird to ensure their clients maintain a clean and professional environment, which is crucial in healthcare settings.

### Value Proposition:

By engaging The P-Way, Bluebird can enhance client satisfaction, leading to potential upsell opportunities and longer contract terms for consulting services.

### Collaboration Example:

Bluebird Health Partners can invite The P-Way Solutions to pitch their services during a client meeting with a healthcare provider. If the provider contracts The P-Way for janitorial services, Bluebird gains credibility for recommending a reliable service, while The P-Way secures a new client.

### Synergy Potential:

This vendor relationship allows Bluebird to offer a more comprehensive service package to their clients, integrating operational efficiency with strategic consulting.

### Action Items:

1. Schedule a presentation where The P-Way can showcase their services to Bluebird's current clients.
2. Develop a bundled service offering where Bluebird includes janitorial services as part of their consulting package.
3. Create a feedback loop where Bluebird gathers insights from The P-Way's service efficacy to enhance their consulting recommendations.

Value: MEDIUM

MUTUAL BENEFIT