

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 focuses on healthcare strategy execution, making them well-positioned to refer clients to Aspirations Behavioral Health Inc. for mental health services. Conversely, Aspirations can refer clients needing strategic execution support for their mental health solutions, creating a beneficial referral loop.

Value Proposition:

This relationship could increase client acquisition for both businesses, potentially generating an additional \$50,000 in revenue annually from referrals.

Collaboration Example:

Bluebird Health Partners integrates a referral program into their consulting services, where they recommend Aspirations Behavioral Health to healthcare startups seeking mental health solutions. In return, Aspirations includes Bluebird's strategic consulting in their client orientation sessions, ensuring that new clients are aware of this essential resource.

Synergy Potential:

The unique synergy lies in Bluebird's consulting expertise, which can enhance Aspirations' operational effectiveness, while Aspirations provides a crucial service that Bluebird's clients often need, creating a comprehensive support ecosystem for healthcare startups.

Action Items:

1. Schedule a joint meeting to discuss a formal referral agreement.
2. Create marketing materials that highlight both services for cross-promotion.
3. Train staff at Bluebird to understand and accurately refer clients to Aspirations.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Aspirations Behavioral Health Inc.!' Bluebird Health Partners

Reasoning:

Aspirations Behavioral Health could benefit from referring clients to Bluebird Health Partners for strategic consulting as many of their clients may be healthcare solution providers looking to enhance their operations. This reciprocal relationship can help both businesses grow their client base.

Value Proposition:

This partnership could potentially generate \$40,000 in additional revenue through referrals, as clients seeking mental health solutions often require strategic healthcare consulting.

Collaboration Example:

Aspirations Behavioral Health hosts monthly workshops for their clients on holistic wellness, where they also introduce Bluebird's consulting services as a resource for those looking to develop healthcare solutions. This creates a direct pathway for clients to access critical strategic support.

Synergy Potential:

Aspirations' clientele often includes startups in healthcare that can greatly benefit from Bluebird's strategic insights, creating a unique intersection that enhances service delivery for both businesses.

Action Items:

1. Develop a referral checklist for staff at Aspirations to recognize when to refer clients to Bluebird.
2. Organize joint webinars focusing on mental health in healthcare startups, showcasing services from both businesses.
3. Share client feedback and success stories to continuously improve the referral process.

Value: HIGH

MUTUAL BENEFIT