

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners !” JPO Logistics L

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### REFERRAL 1/2

75% conf

#### JPO Logistics LLC !’ Bluebird Health Partners

##### Reasoning:

JPO Logistics serves shippers and owner operators who may also be in need of healthcare solutions, particularly those in logistics sectors that require employee health management. Bluebird Health Partners, with its focus on healthcare strategy, could benefit from referrals from JPO's network.

##### Value Proposition:

By referring clients to Bluebird Health Partners, JPO could earn referral fees, potentially increasing revenue by 10-15%. Bluebird increases its client base within a logistics-focused market.

##### Collaboration Example:

JPO Logistics identifies a shipping company that needs to enhance its employee health benefits. JPO introduces this client to Bluebird Health Partners, who then provides a tailored consulting package. For every client referred, JPO receives a \$1,000 referral fee, which could lead to 5-10 referrals per quarter.

##### Synergy Potential:

The unique synergy lies in JPO's extensive network within the logistics industry, which often requires robust healthcare solutions for its workforce, creating a targeted entry point for Bluebird's services.

##### Action Items:

1. Develop a referral agreement outlining fees and terms.

2. Create a joint marketing flyer highlighting the benefits of Bluebird's services for logistics companies.
3. Schedule a meeting to discuss potential client introductions.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

60% conf

### Bluebird Health Partners !' JPO Logistics LLC

#### Reasoning:

Bluebird Health Partners could provide consulting services to JPO Logistics to optimize their workforce health strategy, which is vital in the logistics industry. This service could enhance JPO's operational efficiency and employee satisfaction.

#### Value Proposition:

By engaging Bluebird for consulting services, JPO could improve employee health strategies, reducing turnover and increasing productivity, potentially saving up to 20% on hiring costs.

#### Collaboration Example:

Bluebird conducts a health strategy workshop for JPO Logistics, focusing on improving employee health and wellness. Following the workshop, Bluebird implements a tailored health program that decreases employee absenteeism by 15%, resulting in cost savings of approximately \$30,000 annually for JPO.

#### Synergy Potential:

This partnership stands out because JPO's logistics operations can greatly benefit from improved health strategy execution provided by Bluebird, directly impacting productivity in a labor-intensive industry.

#### Action Items:

1. Schedule an initial consultation to assess JPO's current health strategies.
2. Prepare a proposal for a tailored health strategy workshop.
3. Outline potential metrics for measuring the success of implemented strategies.

Value: HIGH

MUTUAL BENEFIT