

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” JPO Logistics LLC

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 looking for technology solutions to improve their logistics operations. Bluebird Health Partners, consulting for healthcare solution providers, could benefit from referrals for logistics services in their engagements.

#### Value Proposition:

By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue by 15% through cross-promotion.

#### Collaboration Example:

During a recent meeting, JPO Logistics identifies that several of their shipping clients in the healthcare sector are struggling with logistics technology. They refer these clients to Bluebird Health Partners for consulting. In return, Bluebird provides JPO with access to healthcare startups looking for logistics solutions, leading to a partnership that drives \$10K in new contracts over three months.

#### Synergy Potential:

This pairing leverages JPO's logistics expertise in the healthcare sector while providing Bluebird with a reliable logistics partner, enhancing their consulting offerings uniquely tailored to healthcare startups.

### Action Items:

1. Create a referral program outlining benefits for mutual clients.
2. Set up an introductory meeting to discuss client needs and expectations.
3. Develop co-branded marketing materials to promote the referral relationship.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Bluebird Health Partners / JPO Logistics LLC

### Reasoning:

Bluebird Health Partners works with healthcare solution providers who may require logistics services for their products. Referring these clients to JPO Logistics could enhance their service offerings while providing JPO with access to new customers.

### Value Proposition:

Bluebird can increase their service portfolio and client satisfaction while JPO can tap into the healthcare market, potentially driving an additional 10-20% revenue growth.

### Collaboration Example:

In a recent project, Bluebird Health Partners discovers a healthcare technology startup needing distribution solutions for new medical devices. They refer this startup to JPO Logistics, facilitating a \$15K logistics contract, which helps the startup succeed in its launch and expands JPO's market reach into healthcare.

### Synergy Potential:

The combination of logistics and healthcare consulting creates a unique advantage, as JPO can fulfill logistical needs that Bluebird identifies, ensuring seamless service for healthcare clients.

### Action Items:

1. Outline the specific logistics needs of healthcare clients for JPO.
2. Establish a commission structure for referrals from Bluebird to JPO.
3. Host a joint webinar targeting healthcare startups to discuss logistics solutions.

Value: MEDIUM

MUTUAL BENEFIT