

# BUSINESS RELATIONSHIP ANALYSIS

## Aspirations Behavioral Health Inc.!" Relax Rela

2 Relationships Identified

### BUSINESS PROFILES

#### Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

#### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### REFERRAL 1/2

80% conf

## Aspirations Behavioral Health Inc.!" Relax Relate & Release

#### Reasoning:

Both businesses operate within the Health & Wellness industry and cater to individuals seeking mental and physical wellness. They target a similar demographic, with Business A focusing on holistic mental health and Business B offering massage therapy, which can complement mental health treatments.

#### Value Proposition:

Increased client referrals could boost both businesses' revenues by 20-30% as they tap into each other's client bases.

#### Collaboration Example:

Aspirations Behavioral Health can refer clients who are experiencing stress and anxiety to Relax Relate & Release for therapeutic massage sessions. For instance, a client dealing with anxiety receives a referral for a massage therapy session to help reduce stress levels. In return, Relax Relate & Release can refer veterans who might benefit from mental health counseling, creating a seamless support system for clients.

#### Synergy Potential:

This pairing leverages the holistic approach to health, allowing clients to receive comprehensive care that addresses both mental and physical wellness, distinctly positioning them as a one-stop wellness solution.

#### Action Items:

1. Establish a referral agreement outlining the terms and benefits for both businesses.

2. Create a joint marketing flyer highlighting the benefits of combining mental health counseling with massage therapy.
3. Host a wellness workshop together, where both services are showcased, attracting new clients from both sides.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Relax Relate & Release !' Aspirations Behavioral Health Inc.

### Reasoning:

Relax Relate & Release specifically targets veterans, many of whom may benefit from mental health services provided by Aspirations Behavioral Health. This creates a strong referral pathway where both businesses can enhance their client offerings.

### Value Proposition:

Veterans often require integrated health services, and a 15-25% increase in client intake could result from effective cross-referrals.

### Collaboration Example:

Relax Relate & Release can refer veterans who show signs of PTSD or anxiety for mental health counseling at Aspirations Behavioral Health. For example, after a massage therapy session, a veteran expresses their ongoing struggles, leading to a referral for mental health support, while Aspirations can promote massage therapy as a beneficial complementary service to their clients.

### Synergy Potential:

Together, these businesses can create a tailored wellness program specifically for veterans, enhancing the accessibility and quality of care for this demographic, which is often underserved.

### Action Items:

1. Develop a referral form to streamline the process of sending clients between businesses.
2. Create a promotional campaign targeting veterans that highlights the benefits of both services.
3. Organize a joint event focused on veteran wellness, featuring both massage and mental health workshops.

Value: HIGH

MUTUAL BENEFIT