

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson
Industry: Health & Wellness
Telahealth mental health counseling

The Collective Om

Contact: Ashlyn Schwartz
Industry: Health & Wellness
Holistic health services for individuals and small teams

REFERRAL 1/2

85% conf

The Collective Om !' Aspirations Behavioral Health Inc.

Reasoning:

Both businesses target clients focused on health and wellness, but from different angles. The Collective Om offers holistic health services while Aspirations Behavioral Health provides mental health counseling. They can refer clients to each other without competing for the same service.

Value Proposition:

By referring clients, The Collective Om could increase its service utilization by 20% and Aspirations could expand its client base, leading to a potential increase in monthly revenue by up to \$2,000.

Collaboration Example:

The Collective Om could create a resource guide for clients that includes contact information and services offered by Aspirations Behavioral Health. In return, Aspirations could provide a special discount on counseling sessions for clients referred by The Collective Om, driving traffic to both businesses.

Synergy Potential:

This pairing is unique because while both focus on health, they address different aspects—holistic wellness vs. mental health—allowing for comprehensive client care. Together, they can offer a more rounded approach to wellness that appeals to the same target demographic.

Action Items:

1. Set up a meeting between Ashlyn and Kristian to discuss referral terms.
2. Create a joint marketing flyer highlighting each other's services for distribution to both client bases.
3. Establish a tracking system to measure referral outcomes and client satisfaction.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

80% conf

Aspirations Behavioral Health Inc. / The Collective Om

Reasoning:

Aspirations Behavioral Health can refer clients who are open to holistic wellness and may benefit from The Collective Om's services. This creates a win-win situation as they can cater to clients looking for comprehensive wellness solutions.

Value Proposition:

Aspirations Behavioral Health could see a 15% increase in client satisfaction from holistic referrals, while The Collective Om could enhance its service offerings to mental health clients, potentially increasing revenue by \$1,500 monthly.

Collaboration Example:

Aspirations could host a webinar on mental health that ends with a segment featuring The Collective Om's services. Participants who sign up through the webinar receive a discount for their first session at The Collective Om, promoting both businesses effectively.

Synergy Potential:

This partnership stands out because it allows both businesses to cater to clients seeking a more integrated approach to health, addressing both mental and holistic wellness needs in a single referral.

Action Items:

1. Plan a joint webinar event focused on holistic wellness and mental health.
2. Develop a shared landing page for webinar attendees that highlights services from both businesses.
3. Create a feedback loop to collect data on referral success and client outcomes.

Value: HIGH

MUTUAL BENEFIT