

# JAX Bridges

Business Relationship Analysis

December 14, 2025

## Bluebird Health Partners

- Technology

Healthcare Strategy Execution Consulting

### Contact Information

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### TARGET MARKET

Healthcare Solution Providers/startups

### Partnership Opportunities (30)

#### 1 Jazzi's Creations

Events & Gifts

85%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can offer craft workshops tailored for Bluebird Health Partners' healthcare clients, promoting team-building and engagement. This collaboration allows Bluebird to enhance their offerings with unique, value-added experiences that strengthen client relationships.

**VALUE:** Jazzi's Creations could generate \$500 per workshop, while Bluebird enhances their service portfolio, attracting new healthcare clients looking for innovative team-building solutions.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners serves healthcare solution providers who often require promotional gifts for their clients or team-building activities. Referring these businesses to Jazzi's Creations for their gift and event needs can provide mutual benefits.

**VALUE:** Bluebird can offer Jazzi's services as a solution for healthcare clients, potentially increasing Jazzi's business by at least \$1,000 per month through referrals.

#### [!] PARTNERSHIP SCENARIO

Jazzi's Creations organizes a 'Creative Wellness Day' at Bluebird Health Partners where 30 healthcare professionals participate in crafting personalized wellness kits. Each participant pays \$20 for the workshop, generating \$600 for Jazzi, while Bluebird showcases their commitment to employee well-being, attracting more clients who value team engagement.

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the creative energy of Jazzi's DIY workshops with Bluebird's healthcare consulting, tapping into the growing demand for workplace wellness initiatives in the healthcare sector.

#### NEXT STEPS:

- 1 Schedule an initial meeting between Jasmyne and Cary to brainstorm workshop ideas.
- 2 Develop a workshop curriculum that aligns with healthcare themes and team-building objectives.
- 3 Market the 'Creative Wellness Day' through Bluebird's channels to attract healthcare clients.

## 2 Genuines Coaching & Consulting

Technology

85%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in coaching and training, which could be beneficial for Bluebird Health Partners' team. By collaborating, they can enhance Bluebird's internal capabilities in healthcare strategy execution through targeted training programs.

**VALUE:** This partnership could enhance Bluebird's service offerings, potentially increasing their project value by 20% through improved team expertise and client satisfaction.

### -> WHAT YOU PROVIDE (Referral)

While Genuines Coaching & Consulting targets business owners and executives, Bluebird Health Partners works with healthcare solution providers. They can refer clients in need of leadership coaching and training, thus expanding Genuines' client base.

**VALUE:** By referring clients to Genuines, Bluebird can enhance their service value, potentially earning referral fees that could increase their revenue by 10% annually.

### [!] PARTNERSHIP SCENARIO

*Genuines Coaching & Consulting could design a series of workshops focused on leadership and strategy execution specifically tailored for Bluebird's healthcare consultants. For example, during a two-day workshop, Genuines would provide training on strategic decision-making processes, leading to more informed project proposals for Bluebird's clients. After the workshops, Bluebird could pitch enhanced service offerings to three new healthcare startups, potentially increasing revenue by \$15,000.*

### [\*] UNIQUE SYNERGY

Both businesses operate within the technology industry but focus on different niches; Genuines strengthens Bluebird's capabilities in a way that is directly applicable to their healthcare clients, creating a unique advantage in their service delivery.

### NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Cary Hendricks to discuss potential workshop topics.
- 2 Develop a draft outline for a workshop series that aligns with Bluebird's current projects.
- 3 Create a marketing plan to promote the new training offerings to Bluebird's existing clients.

## 3 JAX AI Agency

Technology

80%

-> One-way

### <- WHAT THEY PROVIDE (Collaboration)

Both companies are in the technology consulting space, and there is a clear opportunity for them to collaborate on projects that require both AI solutions and healthcare strategy execution.

**VALUE:** By collaborating, JAX AI can access the healthcare market, while Bluebird can enhance its service offerings with AI capabilities, potentially leading to higher project fees and new client acquisition.

### [!] PARTNERSHIP SCENARIO

*JAX AI Agency and Bluebird Health Partners could co-develop a healthcare analytics platform that utilizes AI to predict patient outcomes. JAX would handle the AI development, while Bluebird focuses on strategy and implementation for healthcare providers. They could pitch this solution to local hospitals, sharing a potential \$100,000 project fee.*

### [\*] UNIQUE SYNERGY

The unique combination of JAX AI's cutting-edge AI technology and Bluebird's in-depth healthcare strategy experience positions them to deliver unparalleled solutions that neither could effectively provide alone.

### NEXT STEPS:

- 1 Organize a brainstorming session to identify specific project opportunities.
- 2 Create a joint proposal for a pilot project to showcase the combined capabilities.
- 3 Develop a timeline and assign roles for the pilot project execution.

## 4 Celebrate & Smile International Steppers

Arts & Creative

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Celebrate & Smile could refer their corporate clients to Bluebird Health Partners for healthcare strategy consulting services, particularly in employee wellness, as they serve similar target markets without direct competition.

**VALUE:** This referral relationship could provide Bluebird with access to new clients looking for healthcare solutions, potentially leading to several new contracts worth \$10,000 each within a year.

### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners could enhance their healthcare consulting services by incorporating employee wellness programs through dance workshops led by Celebrate & Smile International Steppers. This would provide a unique offering to healthcare solution providers focused on employee mental health and engagement.

**VALUE:** By integrating dance workshops, Bluebird can attract new clients who are looking for innovative employee wellness strategies, potentially increasing revenue by 20% through service diversification.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could host a series of monthly wellness workshops for healthcare employees, where Celebrate & Smile facilitates dance sessions aimed at reducing workplace stress. For example, during a wellness day event, 50 healthcare employees participate in a fun dance workshop led by Tiffany. Each session costs \$1,000, and Bluebird charges clients for the event planning, generating a combined revenue of \$3,000 per month, while employees report a 40% increase in satisfaction and engagement.*

### [\*] UNIQUE SYNERGY

This partnership is unique because it combines strategic healthcare consulting with an innovative, creative approach to employee wellness, appealing to healthcare organizations seeking holistic solutions for their workforce.

### NEXT STEPS:

- 1 Schedule a brainstorming session between Bluebird and Celebrate & Smile to outline potential workshop themes.
- 2 Develop a promotional plan to market the wellness workshops to existing Bluebird clients.
- 3 Pilot the first workshop at a local healthcare organization and gather feedback for future improvements.

## 5 The Collective Om

Health & Wellness

80%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

The Collective Om focuses on holistic health, which can complement Bluebird's healthcare consulting services. They can refer clients needing strategic execution in healthcare to Bluebird.

**VALUE:** Bluebird could gain access to startups in need of strategic consulting services, potentially leading to \$20,000 in new consulting fees from referred clients.

### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners and The Collective Om serve overlapping target markets, particularly in health and wellness, without directly competing. Bluebird's healthcare consulting can refer clients seeking holistic health services to The Collective Om.

**VALUE:** Increased client base for The Collective Om through referrals, potentially generating an additional \$10,000 in revenue from new clients annually.

### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners can integrate The Collective Om's services into their consulting packages. For example, when Bluebird consults a healthcare startup, they can recommend The Collective Om for employee wellness programs, leading to a contract worth \$15,000 for The Collective Om as the startup seeks holistic health solutions.

#### [\*] UNIQUE SYNERGY

The combination of healthcare strategy and holistic wellness creates a unique offering that addresses both strategic and personal well-being for clients, enhancing overall service value.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral agreement terms and conditions.
- 2 Create co-branded marketing materials highlighting the referral relationship.
- 3 Implement a tracking system for referral leads to measure success and adjust strategy.

## 6 Communikate Design & Marketing

Marketing & Design

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Communikate Design serves a wide range of entrepreneurs, including those in the healthcare sector. They can refer clients who require strategic consulting to Bluebird Health Partners, enhancing the service offerings for their clients.

**VALUE:** This referral relationship can lead to a steady stream of healthcare startups needing consulting services, which could translate into an increased revenue stream for Bluebird while providing Communikate's clients with comprehensive solutions.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners targets healthcare solution providers, while Communikate Design & Marketing serves various entrepreneurs including those in the healthcare space. They can refer clients to each other without competing, as their services complement rather than overlap.

**VALUE:** By referring clients, Bluebird can offer enhanced marketing solutions to their healthcare clients, while Communikate gains access to a niche market in healthcare startups, potentially increasing their client base significantly.

#### [!] PARTNERSHIP SCENARIO

Bluebird Health Partners identifies a healthcare startup needing branding and marketing services and refers them to Communikate Design. In return, Communikate encounters a service business focused on healthcare that needs strategic consulting, creating a reciprocal referral loop that could generate \$10,000+ in new contracts for both firms over the next quarter.

#### [\*] UNIQUE SYNERGY

The unique pairing between a healthcare consulting firm and a marketing agency allows for specialized marketing strategies tailored specifically for healthcare startups, something generic marketing agencies may overlook.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and identify mutual clients.
- 2 Create a referral agreement outlining commission structures for each referred client.
- 3 Develop co-branded marketing materials that highlight the benefits of their combined services.

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## Free Agents Inc

Professional Services

80%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Free Agents Inc can identify companies that require healthcare strategy consulting and refer them to Bluebird Health Partners, expanding Bluebird's client base while benefiting from Free Agents' established connections.

**VALUE:** Free Agents Inc can earn referral fees while enhancing their service offerings, potentially increasing revenue by 10-15% through successful client referrals.

### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners specializes in healthcare strategy execution consulting, targeting healthcare solution providers. Free Agents Inc serves companies of 5 to 250 employees, many of which may need healthcare strategies. Referring clients between them can strengthen their service offerings without competing.

**VALUE:** By referring clients, both businesses can tap into each other's customer base, potentially increasing revenue by 15-20% through shared leads.

### !] PARTNERSHIP SCENARIO

*Bluebird Health Partners refers a healthcare startup needing operational guidance to Free Agents Inc. In turn, Free Agents Inc refers a small healthcare provider needing a strategic overhaul to Bluebird. This cross-referral model allows both to earn referral fees while ensuring clients receive tailored solutions from experts.*

### [\*] UNIQUE SYNERGY

This pairing is unique because Bluebird's focus on healthcare aligns with Free Agents Inc's diverse business solutions, allowing them to provide comprehensive services to underserved markets, specifically in health tech.

### NEXT STEPS:

- 1 Schedule a meeting to discuss mutual referral opportunities and set up a referral fee structure.
- 2 Develop a shared marketing piece highlighting the strengths of both businesses for potential clients.
- 3 Create a joint webinar aimed at small companies in the healthcare sector, showcasing how both services can be integrated.

8

## Aspirations Behavioral Health Inc.

Health &amp; Wellness

80%

&lt;-&gt; Bidirectional

### <- WHAT THEY PROVIDE (Referral)

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

### > WHAT YOU PROVIDE (Referral)

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

### !] PARTNERSHIP SCENARIO

*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.*

### [\*] UNIQUE SYNERGY

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.

#### NEXT STEPS:

- 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.

## 9 Genuines Coaching & Consulting

Technology

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Genuines Coaching & Consulting targets C-suite executives who may need healthcare strategy consulting, while Bluebird Health Partners serves healthcare solution providers. They can refer clients to each other without competing, expanding their respective networks.

**VALUE:** By referring clients, both businesses can increase their client base by 15%, as Genuines' clients will require healthcare consulting, while Bluebird's clients may seek leadership training.

#### > WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners focuses on healthcare strategy execution, while Genuines Coaching & Consulting specializes in coaching and training for executives. Collaborating allows Bluebird to enhance their service offerings by integrating leadership training into healthcare consulting, which is essential for effective strategy execution.

**VALUE:** By combining expertise, both companies can attract larger healthcare clients who seek comprehensive solutions, potentially increasing revenue by 25% through bundled service offerings.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners can host a series of workshops led by Genuines Coaching & Consulting for C-suite leaders at healthcare startups. For example, they could organize a workshop on 'Leading Change in Healthcare' where executives learn strategies to implement new technologies effectively. This could be a 3-day event with 15 participants, costing \$1,500 per seat, generating \$22,500 for both companies, while also strengthening their relationship with emerging healthcare leaders.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines healthcare strategy with executive leadership training, a niche that very few consulting firms address together, making their offerings significantly more attractive to healthcare organizations.

#### NEXT STEPS:

- 1 Schedule a kickoff meeting to brainstorm workshop topics that align with both companies' strengths.
- 2 Develop a joint marketing strategy to promote the workshops to the target audience.
- 3 Create a feedback loop post-workshop to refine future offerings based on participant insights.

## 10 Organize Design Create

Marketing & Design

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Organize Design Create can provide marketing services to Bluebird Health Partners, helping them enhance their visibility and outreach to healthcare solution providers.

**VALUE:** Utilizing Organize's marketing expertise could help Bluebird reach a wider audience, potentially increasing client acquisition by 15% and boosting revenues by \$10,000 annually.

#### > WHAT YOU PROVIDE (Referral)

Both Bluebird Health Partners and Organize Design Create target similar markets, particularly startups and entrepreneurs. Bluebird's clients in healthcare may need marketing services that Organize Design Create offers, and

vice versa.

**VALUE:** By referring clients to each other, both businesses can expand their customer base, potentially increasing their revenue by 10-20% through cross-referrals.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer a healthcare startup client seeking branding assistance to Organize Design Create. In return, if Organize Design Create has a client looking to enter the healthcare space, they would direct them to Bluebird. This could lead to a \$5,000 marketing project for Organize and a \$3,000 consulting contract for Bluebird.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in their shared focus on startups; Bluebird adds healthcare expertise while Organize enhances marketing capabilities, creating a powerful referral loop between distinct yet overlapping sectors.

#### NEXT STEPS:

- 1 Set up a meeting to discuss and formalize a referral agreement.
- 2 Create a shared document to track referrals and outcomes for accountability.
- 3 Develop a co-branded marketing piece highlighting each other's services for distribution to both client lists.

## 11 Simple Creations By T

Professional Services

80%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Simple Creations could refer healthcare solution providers who need strategy execution consulting to Bluebird Health Partners, as both serve clients in the healthcare space without direct competition.

**VALUE:** Simple Creations can earn referral fees of around 10% on any contracts signed by their referred clients, while Bluebird gains new clients from Simple Creations' network, enhancing their revenue.

#### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners can leverage Simple Creations By T's custom gift services to create personalized gifts for their healthcare clients. This would enhance Bluebird's client relationships and provide Simple Creations with exposure to a new market.

**VALUE:** By collaborating, Bluebird can enhance client satisfaction and retention, potentially increasing revenue by 15% through improved client engagement. Simple Creations can tap into a new customer base and increase sales by showcasing their products in healthcare settings.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners organizes a health symposium for local healthcare providers and includes a segment where Simple Creations By T sets up a booth offering custom healthcare-themed gifts, such as personalized mugs and T-shirts. They collaborate on marketing the event, splitting potential ticket sales of \$2,000, while Simple Creations gains direct sales and brand awareness in the healthcare sector.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines healthcare consulting with personalized gifting, creating a niche market for custom gifts that promote health awareness and recognition in the healthcare community.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Tiana Harris to brainstorm potential gifts for healthcare events.
- 2 Develop a joint marketing plan for the upcoming health symposium.
- 3 Create a portfolio of sample products from Simple Creations to showcase at Bluebird's client meetings.

## 12 Complete Renewal LLC

Health & Wellness

80%

-> One-way

### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution consulting, targeting healthcare solution providers, which may include businesses like Complete Renewal that are in the health and wellness space. Both companies can refer clients to each other, as health-conscious individuals seeking skincare solutions may also require healthcare consulting services.

**VALUE:** Increased client referrals could lead to a projected 20% revenue increase for both businesses as they tap into each other's customer bases.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer its healthcare clients who are interested in holistic wellness to Complete Renewal for their skincare and wellness education programs. For example, if a healthcare startup is developing a wellness app targeting minority women, Bluebird would connect them with Complete Renewal to integrate their skincare solutions into the app, earning a referral fee on each client introduced.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines strategic healthcare consulting with holistic wellness, allowing both businesses to create a comprehensive solution for health-conscious consumers, enhancing customer loyalty and satisfaction.

### NEXT STEPS:

- 1 Set up a meeting to discuss referral structures and commission rates.
- 2 Develop a joint marketing campaign targeting healthcare startups interested in holistic wellness.
- 3 Create a shared resource guide that outlines each company's services for cross-referral opportunities.

## 13 Connections to the Nations LLC

Professional Services

80%

<-> Bidirectional

### -< WHAT THEY PROVIDE (Referral)

Connections to the Nations serves various businesses that may be looking for healthcare consulting services, especially startups who need strategy execution in their early phases. Referring these clients could help Bluebird grow its client base.

**VALUE:** Connections could refer clients to Bluebird Health Partners, leading to increased business for Bluebird and a referral fee structure could enhance Connections' revenue potential, estimated to reach \$10K in new business referrals over the next year.

### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners focuses on healthcare strategy execution, which could greatly enhance the offerings of Connections to the Nations by providing health-related resources and insights at their community fairs. This collaboration allows both businesses to tap into new audiences and create engaging events.

**VALUE:** By collaborating, Bluebird can enhance visibility in the community and potentially secure new healthcare clients, while Connections can attract more attendees and sponsors for their events, increasing revenue by 20%.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could sponsor a health and wellness section at Connections to the Nations' next community fair. They would set up interactive booths offering free health screenings and consultations. In return, Bluebird gains exposure to potential healthcare clients, while Connections benefits from increased foot traffic and can charge higher fees to sponsors looking to be part of a health-focused event.*

### [\*] UNIQUE SYNERGY

This partnership uniquely combines strategic healthcare insights with community engagement, making health a focal point in a culturally rich event. It allows Bluebird to position itself as a community-oriented brand while enhancing Connections' health offerings.

### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Arlene Ortiz to discuss potential event dates and logistics.
- 2 Outline a proposal for the health and wellness section, including budget and resources needed from Bluebird.
- 3 Create a marketing strategy to promote the health section in advance of the community fair.

**14 JPO Logistics LLC**  
Logistics

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Referral)**

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

**> WHAT YOU PROVIDE (Referral)**

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:** 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.

**[!] PARTNERSHIP SCENARIO**

*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.*

**[\*] UNIQUE SYNERGY**

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.

**NEXT STEPS:**

- 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.

**15 flow**  
Professional Services

75%

<-> Bidirectional

**<- WHAT THEY PROVIDE (Referral)**

Flow, as a coaching service, can refer healthcare startups and solution providers to Bluebird Health Partners for strategy execution consulting. Conversely, Bluebird can refer clients needing personal or team coaching to flow, as they often require personal development alongside strategy execution.

**VALUE:** This relationship could generate a steady stream of new clients for both businesses, potentially increasing revenues by 10-20% through referrals.

**> WHAT YOU PROVIDE (Referral)**

Bluebird Health Partners can refer clients who are struggling with team dynamics or leadership to Flow for coaching services. This aligns with Bluebird's offerings in healthcare strategy, where effective leadership is critical.

**VALUE:** This relationship could lead to a 15% increase in Flow's client base while enhancing Bluebird's service offerings, potentially boosting revenue for both businesses.

**[!] PARTNERSHIP SCENARIO**

*Miguel from Flow can host a workshop on leadership coaching for healthcare startups that Bluebird is consulting. Participants from Bluebird's client base could gain valuable insights, while Miguel secures 15 new coaching clients from the workshop, generating an estimated \$3,000 in new revenue, and Bluebird strengthens its relationships with its clients.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because it combines professional coaching with healthcare strategy, addressing a growing need for personal development in the healthcare sector, making their services complementary.

#### NEXT STEPS:

- 1 Set up a referral agreement outlining the details of referrals and compensation.
- 2 Plan a joint workshop focusing on leadership and strategy for healthcare startups to engage potential clients.
- 3 Create a shared marketing campaign to promote the benefits of combined coaching and strategy services.

### 16 IV Creative Marketing & Design

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Both businesses serve local clients but in different industries. IV Creative focuses on content creation for local businesses, while Bluebird Health Partners serves healthcare solution providers. They can refer clients to each other without competing interests.

**VALUE:** By referring clients, IV Creative can help healthcare startups with branding needs, while Bluebird can direct local businesses needing marketing services to IV Creative, potentially increasing revenue for both.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners, working with healthcare startups, can identify clients who require significant marketing and branding services. They can refer these clients to IV Creative, enhancing the service offerings available to their clients.

**VALUE:** Through referrals, Bluebird can enhance its client service portfolio by providing access to expert marketing services, while IV Creative can gain new business opportunities in the healthcare sector.

#### [!] PARTNERSHIP SCENARIO

*IV Creative refers a local health tech startup to Bluebird Health Partners for strategic consulting on their market entry strategy. In return, Bluebird sends a local business looking to improve its marketing strategy to IV Creative for help in developing engaging content.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because IV Creative can leverage its strong local connections to provide Bluebird with a steady stream of potential clients, while Bluebird offers a specialized skill set that IV Creative's clients may need as they grow.

#### NEXT STEPS:

- 1 Set up a meeting between Iliana and Cary to discuss referral processes.
- 2 Create a referral agreement outlining the benefits for both parties.
- 3 Develop co-branded marketing materials to showcase the referral partnership.

### 17 Enriquez Aesthetics Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

Enriquez Aesthetics could benefit from Bluebird Health Partners' consulting services to refine their business strategy and improve operational efficiency. As a growing luxury service provider, they may need strategic insights to enhance client engagement and retention.

**VALUE:** By engaging Bluebird for consulting, Enriquez can streamline operations and potentially increase revenue through better customer retention and service offerings, leading to an estimated 15% increase in client satisfaction ratings.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners works with healthcare solution providers and startups, which may include those who need enhanced skincare solutions for their clients. Enriquez Aesthetics targets individuals with chronic skin conditions, making them a valuable referral for Bluebird's clients who are looking to improve patient outcomes in skincare.

**VALUE:** By referring clients to Enriquez Aesthetics, Bluebird can enhance its service offerings and potentially increase its revenue through referral commissions or partnerships.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners can refer healthcare clients dealing with chronic skin issues to Enriquez Aesthetics for specialized skincare treatments. For instance, if a client develops a new product aimed at treating skin conditions, Bluebird could suggest that they collaborate with Enriquez for patient trials, resulting in a co-marketing opportunity that benefits both businesses.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in Bluebird's access to healthcare providers and Enriquez's expertise in skincare, allowing them to create tailored solutions for patients that combine strategy execution and luxury skincare.

#### NEXT STEPS:

- 1 Set up an introductory meeting between Cary Hendricks and Bianca Enriquez to discuss referral opportunities.
- 2 Create a referral program that outlines benefits for both businesses, including commission structures.
- 3 Develop a co-branded marketing piece that highlights the synergy between healthcare strategy and skincare solutions.

## 18 Tosh's Urban Garden

Health & Wellness

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Tosh's Urban Garden targets health-conscious individuals, many of whom may seek consulting services for wellness strategies, which aligns with Bluebird Health Partners' offerings.

**VALUE:** Tosh's Urban Garden can enhance its product sales by 15% by referring customers who might benefit from Bluebird's consulting services.

#### > WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy execution consulting, which aligns with the health-conscious clientele of Tosh's Urban Garden. By referring clients who are looking for wellness solutions, they can enhance their service offerings without direct competition.

**VALUE:** Bluebird could potentially increase its client base by 20%, while Tosh's Urban Garden could see a 15% boost in sales from the referred clients.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could include Tosh's Urban Garden products in its consulting packages for healthcare solution providers looking to incorporate holistic health options. For example, when a healthcare client is developing a new wellness program, Bluebird could recommend Tosh's natural herbal teas as part of their health offerings, ensuring both businesses benefit from the cross-promotion.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines the strategic insight of healthcare consulting with the niche market of natural health products, creating a holistic approach that neither could achieve alone.

#### NEXT STEPS:

- 1 Establish a referral agreement where Bluebird receives a commission for every client referred to Tosh's Urban Garden.
- 2 Create co-branded marketing materials that highlight the benefits of integrating natural products into healthcare strategies.
- 3 Schedule a joint workshop where both businesses present their services to a targeted audience of healthcare providers.

## 19 We buy any house

Professional Services

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

We Buy Any House could encounter clients who are in financial distress and also need strategic healthcare solutions. By referring these clients to Bluebird Health Partners, they can add value to their service offering and create a supportive ecosystem.

**VALUE:** We Buy Any House could enhance its service offering by providing clients access to healthcare consulting, potentially increasing customer loyalty and retention.

### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare solution providers, while We Buy Any House serves individuals facing financial distress, which may include those needing healthcare solutions. By referring clients in need of healthcare services, Bluebird can enhance its service offerings and We Buy Any House can provide additional support to its clients.

**VALUE:** Bluebird Health Partners could increase its client base by 15-20% through referrals, while We Buy Any House can improve client satisfaction by offering comprehensive support.

### [!] PARTNERSHIP SCENARIO

*When We Buy Any House meets a homeowner who is struggling financially and may also need assistance with healthcare, they can refer the client to Bluebird Health Partners for strategy execution on healthcare solutions. In return, Bluebird will refer clients needing to sell distressed properties to We Buy Any House, creating a cycle of referrals that benefits both businesses.*

### [\*] UNIQUE SYNERGY

This pairing is unique because it connects healthcare consulting with real estate solutions, addressing both health and financial issues that often intersect in distressed situations.

### NEXT STEPS:

- 1 Develop a referral agreement outlining the terms and expectations of the partnership.
- 2 Create joint marketing materials highlighting the benefits of the referral program.
- 3 Set up regular check-ins to track referral outcomes and adjust strategies as needed.

## 20 Jamz Trainings

Health & Wellness

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Jamz Trainings can refer their clients who may have health concerns needing strategic consulting in healthcare, which aligns with Bluebird's services.

**VALUE:** This referral system could help Jamz increase their client retention by 10% by providing additional resources for their clients while allowing Bluebird to gain access to a new audience.

### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy for solution providers, while Jamz Trainings targets recreational athletes. They can refer clients to each other as Bluebird may have clients seeking wellness services for their employees, and Jamz can refer clients who might need strategic consulting in healthcare.

**VALUE:** By exchanging referrals, both businesses can expand their client base significantly, potentially increasing revenues by 15-20% per quarter.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners can introduce Jamz Trainings to their healthcare solution provider clients who are looking for employee wellness programs. Conversely, Jamz can refer clients who are health-conscious and may benefit from consulting services on healthcare solutions. For instance, if Bluebird identifies a healthcare startup needing wellness programs, they could refer them to Jamz for personal training services tailored to their employees.*

### [\*] UNIQUE SYNERGY

Both companies serve the health sector but from different angles; this creates a unique opportunity for cross-referrals that can significantly enhance their service offerings without overlap.

#### NEXT STEPS:

- 1 Schedule a meeting to discuss referral processes and client needs.
- 2 Create a referral tracking system to monitor leads exchanged.
- 3 Develop joint marketing materials highlighting the benefits of both services for shared clients.

## 21 MyahnArt LLC

Marketing & Design

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

MyahnArt serves businesses looking to enhance aesthetics, which often includes healthcare providers. By referring these clients to Bluebird Health Partners, MyahnArt can provide additional value to its customers while earning referral fees.

**VALUE:** MyahnArt can earn a 10% commission on each successful referral, while Bluebird gains access to new clients in the healthcare sector.

#### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners can enhance their service offerings by incorporating MyahnArt's creative services into healthcare facilities they consult for. This collaboration will allow Bluebird to provide aesthetically pleasing environments that improve patient experience, while also promoting MyahnArt's services.

**VALUE:** By integrating creative artwork into healthcare settings, Bluebird can charge premium rates for their consulting while MyahnArt gains access to a new market segment, leading to a potential revenue increase of 30% for both.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could host a workshop for a local hospital's staff, where MyahnArt creates a mural that reflects the hospital's values and community. This event could attract media coverage, and both companies could benefit from the exposure while enhancing the hospital's atmosphere, increasing patient satisfaction scores.*

#### [\*] UNIQUE SYNERGY

The unique synergy lies in combining healthcare strategy with creative design, which is often overlooked in the industry. This partnership focuses on enhancing patient experience through art, making the collaboration stand out against typical consulting or marketing partnerships.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Myah Freeman to discuss potential joint projects.
- 2 Identify a local healthcare facility that would benefit from both consulting and creative services.
- 3 Develop a proposal for a workshop that showcases MyahnArt's murals and Bluebird's consulting approach.

## 22 Be Present Detalles

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Be Present Detalles serves busy professionals and romantic couples, who may benefit from strategic consulting in the healthcare sector. They can refer clients who are specifically healthcare startups that require strategy execution support.

**VALUE:** By referring clients to Bluebird Health Partners, Be Present Detalles can enhance its offerings and receive referral fees, while Bluebird gains new business opportunities from a clientele they might not typically reach.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target professionals in the healthcare and event planning sectors, but they do not compete. Bluebird Health Partners could refer clients seeking event services to Be Present Detalles, especially healthcare providers

looking to host engaging events for patients or staff.

**VALUE:** By referring clients, Bluebird can enhance its service offering, creating additional revenue streams through referral fees, while Be Present Detalles gains access to a new client base in the healthcare industry.

#### [!] PARTNERSHIP SCENARIO

For instance, Bluebird Health Partners has a healthcare client looking to organize a wellness retreat. They can refer this client to Be Present Detalles, who would then plan the event, resulting in a potential \$10,000 revenue for Be Present, while Bluebird earns a referral fee of \$1,000.

#### [\*] UNIQUE SYNERGY

This pairing is unique because Bluebird Health Partners can leverage its healthcare network to generate referrals for Be Present Detalles, opening doors to specialized events that cater to healthcare professionals, which is not a typical market for event planning.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and De'Ana Aguas to discuss referral agreements.
- 2 Develop a referral fee structure that benefits both parties.
- 3 Create a joint marketing campaign to promote each other's services, highlighting the referrals.

## 23 WhitBits Cookies

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Vendor)

WhitBits Cookies can provide catering services for Bluebird Health Partners' corporate clients during workshops and strategy meetings. This adds value to Bluebird's offerings while providing a steady stream of business for WhitBits.

**VALUE:** WhitBits could generate an additional 10% revenue from recurring orders for corporate events, while Bluebird enhances their consulting packages with quality catering, making them more attractive to potential clients.

#### -> WHAT YOU PROVIDE (Referral)

Both businesses target healthcare-related audiences. Bluebird Health Partners provides consulting services that can help healthcare solution providers, while WhitBits Cookies targets corporate professionals, including medical staff and office managers. This overlap allows for mutual referrals.

**VALUE:** Increased client base through shared referrals, potentially increasing revenue by 15-20% for both businesses as they tap into each other's networks.

#### [!] PARTNERSHIP SCENARIO

Cary Hendricks at Bluebird Health Partners could refer WhitBits Cookies to healthcare conferences and corporate health events they consult for, where attendees seek catering options. Whitney Branch could provide a discount for bulk orders, allowing Bluebird to offer exclusive catering suggestions to their clients, strengthening their consulting relationships.

#### [\*] UNIQUE SYNERGY

The unique pairing of a consulting firm and a homemade cookie business allows for a personalized touch in healthcare events, enhancing client experiences with tailored catering solutions that resonate well with the medical community.

#### NEXT STEPS:

- 1 Set up a meeting between Cary and Whitney to discuss referral opportunities.
- 2 Create a referral program that includes incentives for both businesses.
- 3 Develop a co-branded marketing flyer highlighting the partnership and shared services.

## 24 Relax Relate & Release

Health & Wellness

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Relax Relate & Release, with its focus on veterans, can refer clients to Bluebird Health Partners for additional healthcare consulting services, especially for veterans seeking strategic health solutions or startups in the healthcare space.

**VALUE:** This referral relationship could lead to a 15-25% increase in consultancy contracts for Bluebird, while Relax gains credibility by partnering with a consulting firm that addresses healthcare challenges.

### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare strategy and consulting, which may intersect with the needs of Relax Relate & Release, especially as they target veterans who may benefit from healthcare solutions. Referrals could enhance client access for both businesses.

**VALUE:** Increased client referrals could lead to an estimated 20-30% increase in new clients for both businesses, tapping into each other's networks.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could refer veterans in need of wellness programs to Relax Relate & Release for massage therapy services. In return, Relax could promote Bluebird's consulting services at community events targeted at veterans, maximizing outreach. They could even create a joint flyer highlighting both services that could be distributed at local veteran organizations.*

### [\*] UNIQUE SYNERGY

This pairing uniquely combines healthcare strategy with wellness services, addressing the holistic needs of veterans, an underserved market. It allows both companies to expand their reach while providing tailored solutions to a common target audience.

### NEXT STEPS:

- 1 Set up a meeting to discuss referral program specifics and mutual client needs.
- 2 Develop a joint marketing flyer that highlights both services for distribution.
- 3 Attend local veteran-focused events together to promote both businesses.

## 25 Soulfitness Studio Health and wellness center

Health & Wellness

75%

<-> Bidirectional

### <- WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves individuals focused on health and wellness, a similar demographic that may require strategic consulting from Bluebird Health Partners. Referring clients who are interested in health improvement strategies could benefit both businesses.

**VALUE:** Soulfitness could refer about 10 clients a month to Bluebird, generating an additional \$15,000 annually for Bluebird and enhancing Soulfitness's service offerings.

### -> WHAT YOU PROVIDE (partner)

Bluebird Health Partners specializes in healthcare strategy execution, which aligns well with Soulfitness Studio's health and wellness offerings. By collaborating, they can develop specialized programs that combine fitness with strategic health consulting, appealing to clients seeking comprehensive wellness solutions.

**VALUE:** By creating joint wellness programs, both businesses could access a larger market, potentially increasing revenues by 25% through bundled services.

### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners and Soulfitness Studio could launch a 'Holistic Health Program' that includes monthly fitness classes at Soulfitness, guided by health strategies from Bluebird. For example, they could host a workshop for 30 clients, combining fitness sessions with strategic health planning, charging \$200 per client. Both businesses would split the revenue, enhancing their client offerings and increasing visibility in the community.*

### [\*] UNIQUE SYNERGY

The unique synergy lies in combining strategic healthcare insights with practical fitness solutions, creating a holistic approach that neither could provide alone. This partnership can position them as leaders in integrated health solutions in Jacksonville.

#### NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline potential program offerings.
- 2 Develop a marketing plan to promote the new Holistic Health Program.
- 3 Create a timeline for launching the first workshop and identify key metrics for success.

## 26 ALYS Always Love Yourself

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

While Bluebird focuses on healthcare consulting, ALYS targets mature women who may be seeking healthcare solutions related to skincare. ALYS can refer clients to Bluebird when discussing skin health and wellness, creating a referral pathway.

**VALUE:** This referral relationship can enhance Bluebird's client base by reaching mature women who may benefit from health consultations, potentially increasing Bluebird's client inquiries by 15%.

#### -> WHAT YOU PROVIDE (Collaboration)

Bluebird Health Partners specializes in healthcare strategy execution, which could be beneficial for ALYS Always Love Yourself as they look to penetrate the skincare market for mature women. A collaboration could help ALYS develop targeted marketing strategies that resonate with healthcare providers and beauty schools.

**VALUE:** By aligning their strategies, both businesses can access a broader audience; Bluebird can tap into the beauty industry while ALYS gains credibility and reach within healthcare circles, potentially increasing ALYS's revenue by 20%.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could assist ALYS Always Love Yourself in crafting a marketing strategy tailored to beauty schools, leading to a workshop where ALYS introduces its skincare line and educates students on skin health. In this scenario, Bluebird organizes the event, while ALYS provides products for demonstrations, resulting in increased brand awareness and potential bulk orders from beauty schools.*

#### [\*] UNIQUE SYNERGY

The combination of healthcare consulting and skincare products creates a unique offering that merges wellness with beauty, appealing to a demographic that values health and aesthetics, especially in the context of aging.

#### NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Cenita Williamson to discuss potential workshop ideas.
- 2 Identify suitable beauty schools in Jacksonville and reach out to them to gauge interest in collaboration.
- 3 Develop a joint marketing plan targeting mature women that incorporates health and skincare education.

## 27 Big Rig Compliance Pros

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Big Rig Compliance Pros can identify trucking companies that require healthcare solutions for their drivers, thus referring them to Bluebird Health Partners. This creates a mutually beneficial referral relationship.

**VALUE:** Big Rig Compliance Pros can enhance their service offering and strengthen client relationships by providing additional healthcare options, potentially increasing service retention by 15%.

#### -> WHAT YOU PROVIDE (Referral)

Bluebird Health Partners focuses on healthcare solution providers, while Big Rig Compliance Pros serves trucking companies. They can refer clients to each other since trucking companies often require healthcare solutions for driver

compliance, creating a referral network that benefits both.

**VALUE:** By establishing a referral agreement, both businesses can potentially increase their client base by 20%, capturing a market that intersects but is not directly competitive.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners can refer trucking companies needing healthcare solutions for their drivers to Big Rig Compliance Pros. For instance, when a client approaches Bluebird for healthcare compliance, they can seamlessly direct them to Big Rig, ensuring the trucking company handles compliance paperwork while Bluebird focuses on healthcare strategies. This referral could lead to an ongoing partnership where both share client success stories in their marketing materials.*

#### [\*] UNIQUE SYNERGY

This pairing is unique because while both companies serve different sectors, they can address the shared needs of health compliance in the trucking industry, creating a niche referral network.

#### NEXT STEPS:

- 1 Draft a referral agreement outlining terms and benefits for both businesses.
- 2 Set up a joint meeting to discuss potential client profiles and referral processes.
- 3 Create co-branded marketing materials highlighting the partnership to attract new clients.

## 28 Noseniorleftbehindfl.org

Professional Services

75%

<-> Bidirectional

#### <- WHAT THEY PROVIDE (Referral)

Noseniorleftbehindfl.org serves seniors who may also be connected to healthcare solution providers, making it a good referral partner for Bluebird Health Partners. They can refer healthcare startups that would benefit from Bluebird's consulting services.

**VALUE:** This referral relationship could generate additional business for Bluebird Health Partners, with a potential increase in client acquisition by 15% through direct referrals from Noseniorleftbehindfl.org.

#### > WHAT YOU PROVIDE (partner)

Bluebird Health Partners specializes in healthcare strategy execution consulting, which can enhance the assessment services provided by Noseniorleftbehindfl.org. By combining healthcare strategies with Noseniorleftbehindfl.org's focus on senior assessments, they can create a comprehensive service package for seniors in need of various support services.

**VALUE:** By collaborating, both businesses can tap into a new customer base, potentially increasing revenue by 20% through joint service offerings and shared marketing efforts.

#### [!] PARTNERSHIP SCENARIO

*Bluebird Health Partners could develop a tailored consulting program specifically aimed at improving the operational efficiency of Noseniorleftbehindfl.org. For instance, they could create a workshop to train staff on best practices in senior assessments, leading to improved service quality and customer satisfaction, thus attracting more clients. After a successful workshop, both businesses can promote this new service package in a joint marketing campaign, splitting the costs and profits.*

#### [\*] UNIQUE SYNERGY

This partnership uniquely combines strategic healthcare consulting with direct community services for seniors, allowing for a more holistic approach to addressing senior needs, which is not typical in either industry alone.

#### NEXT STEPS:

- 1 Schedule a joint meeting to outline potential consulting needs and service enhancements.
- 2 Develop a pilot workshop program for Noseniorleftbehindfl.org staff within the next month.
- 3 Create a co-branded marketing strategy to promote the new service package to local healthcare providers and senior communities.

**<- WHAT THEY PROVIDE (Referral)**

Grayland's clients, including commercial lenders, often require insights into healthcare facility appraisals which can involve consulting services. By referring these clients to Bluebird Health Partners, Grayland can enhance its service offering and provide added value.

**VALUE:** This referral partnership could lead to a 5-10% increase in client satisfaction and retention for Grayland, translating into higher revenues due to repeat business.

**> WHAT YOU PROVIDE (Referral)**

Bluebird Health Partners and Grayland serve distinct yet complementary markets. Bluebird focuses on healthcare solution providers, while Grayland caters to commercial lenders and property owners. By referring clients to each other, both businesses can enhance their service offerings without competing directly.

**VALUE:** By establishing a referral system, both businesses can potentially increase their client base by 10-15%, leading to significant revenue growth.

**[!] PARTNERSHIP SCENARIO**

*Bluebird Health Partners identifies healthcare startups that require office space and refers them to Grayland for commercial property appraisal services. In return, Grayland refers clients seeking healthcare consulting to Bluebird, creating a beneficial cycle of client referrals. For instance, if a healthcare startup needs to appraise a new facility, they would get a direct introduction to Grayland, while Grayland's clients needing strategic consulting would be directed to Bluebird.*

**[\*] UNIQUE SYNERGY**

The unique synergy lies in their engagement with clients at different stages of their business lifecycle-Bluebird prepares healthcare startups for growth while Grayland assists in their physical establishment, creating a robust support network for new businesses.

**NEXT STEPS:**

- 1 Schedule a meeting between Cary Hendricks and Lauren Hubel to discuss potential referral agreements.
- 2 Develop a co-branded marketing brochure outlining the benefits of each service for mutual clients.
- 3 Set up a quarterly check-in to review referral success rates and explore further collaboration opportunities.

**<- WHAT THEY PROVIDE (Referral)**

The P-Way Solutions serves small businesses and may encounter clients in the healthcare sector that require strategic consulting services. Referring these clients to Bluebird can enhance The P-Way's service offerings.

**VALUE:** The P-Way can strengthen its client relationships by providing access to consulting services that help its clients improve operational strategies, while Bluebird gains new clients through The P-Way's existing network.

**> WHAT YOU PROVIDE (Referral)**

Bluebird Health Partners targets healthcare solution providers, many of whom may require commercial spaces that need janitorial services. The P-Way Solutions can provide those services effectively, making it beneficial for Bluebird to refer them to their clients.

**VALUE:** Bluebird can enhance its service portfolio by connecting clients with reliable janitorial services, potentially earning referral fees, while The P-Way Solutions gains access to new clients.

**[!] PARTNERSHIP SCENARIO**

*During a client engagement, Bluebird identifies a healthcare startup that has just secured office space but needs cleaning services. Bluebird refers The P-Way Solutions, who provides a tailored cleaning package for the startup, leading to a \$2,000 contract. Bluebird earns a \$200 referral fee while The P-Way Services gains a new client.*

**[\*] UNIQUE SYNERGY**

This partnership is unique because it combines healthcare consulting with essential operational services, streamlining the onboarding process for healthcare startups and improving their overall operational efficiency.

**NEXT STEPS:**

- 1 Develop a referral agreement outlining terms and fees.
- 2 Create a joint marketing flyer highlighting the partnership and shared client benefits.
- 3 Schedule a meeting to discuss potential health sector clients needing janitorial services.