

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

80% conf

Bluebird Health Partners !” The Collective Om

#### Reasoning:

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 Proposition:

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

#### Collaboration Example:

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.

#### Synergy Potential:

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.

#### Action Items:

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.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### The Collective Om !' Bluebird Health Partners

#### Reasoning:

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 Proposition:

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

#### Collaboration Example:

When The Collective Om conducts wellness workshops for local businesses, they can introduce Bluebird's services to participants, highlighting how strategic healthcare execution can enhance workplace wellness. This could result in a referral to a healthcare startup seeking strategy consulting, which could generate a \$20,000 contract for Bluebird.

#### Synergy Potential:

The pairing of strategic execution with holistic health services provides a comprehensive solution for healthcare startups, addressing both operational efficiency and employee well-being.

#### Action Items:

1. Develop a referral program that incentivizes The Collective Om to refer clients to Bluebird Health Partners.
2. Host a joint webinar focusing on the importance of strategy in holistic health to attract new clients.
3. Share client success stories that highlight the benefits of both services to boost credibility.

Value: HIGH

MUTUAL BENEFIT