

# 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:

Both Bluebird Health Partners and The Collective Om target healthcare and wellness providers, albeit from different angles. Bluebird focuses on healthcare strategy for solution providers, while The Collective Om offers holistic health services to individuals and small teams. They can refer clients to each other when their services overlap.

#### Value Proposition:

Increased client base through mutual referrals, potentially leading to a 20% increase in new clients for both businesses.

#### Collaboration Example:

If Bluebird Health Partners encounters a startup healthcare provider needing holistic health services for staff, they could refer them to The Collective Om. In return, if The Collective Om has clients seeking more strategic healthcare solutions, they can direct them to Bluebird, creating a seamless referral loop.

#### Synergy Potential:

This partnership is unique because it combines strategic consulting with holistic health, allowing both businesses to enhance their service offerings and provide integrated solutions to clients, leading to better health outcomes.

#### Action Items:

1. Schedule a meeting to discuss referral processes and establish a formal agreement.

2. Create a joint marketing campaign to promote the referral program via social media.
3. Develop a shared client feedback loop to evaluate the success of referrals and adjust strategies.

Value: HIGH

MUTUAL BENEFIT

## PARTNER 2/2

70% conf

The Collective Om /' Bluebird Health Partners

### Reasoning:

The Collective Om could benefit from Bluebird's expertise in healthcare strategy to better position its services within the healthcare industry. A partnership could lead to co-developed workshops or programs that enhance both businesses' offerings.

### Value Proposition:

By collaborating on a workshop series, they could attract new clients and enhance their market presence, generating an estimated additional revenue of \$10,000 over a quarter.

### Collaboration Example:

The Collective Om and Bluebird Health Partners could co-host a series of workshops titled 'Integrating Holistic Practices in Healthcare Settings' aimed at healthcare providers. These workshops would combine Bluebird's strategic insights with The Collective Om's holistic approach, attracting healthcare professionals looking to enhance employee wellness programs, with shared revenue from ticket sales.

### Synergy Potential:

This partnership stands out because it merges the strategic and holistic approaches to health, appealing to a broader audience seeking comprehensive healthcare solutions.

### Action Items:

1. Draft a workshop outline and identify key topics that would appeal to both client bases.
2. Set a date for the first workshop and begin promoting it through both businesses' channels.
3. Gather feedback post-workshop to refine the offerings and determine future topics.

Value: MEDIUM

MUTUAL BENEFIT