

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" flow

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

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

### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

REFERRAL 1/2

80% conf

flow !' Aspirations Behavioral Health Inc.

#### Reasoning:

Both flow and Aspirations Behavioral Health Inc. target individuals seeking personal improvement and mental wellness, although their specific services differ. By referring clients to each other, they can enhance their service offerings without competing.

#### Value Proposition:

Increased client base for both businesses; flow can gain clients needing mental health support, while Aspirations can reach those seeking coaching.

#### Collaboration Example:

Flow could refer clients needing mental health support to Aspirations, while Aspirations can refer clients who may benefit from personal coaching. For instance, if a client at flow expresses struggles with anxiety that coaching alone cannot address, flow would refer them to Aspirations for counseling, and vice versa when clients seek life coaching but need mental health resources.

#### Synergy Potential:

This pairing is special because flow's coaching can complement the mental health counseling from Aspirations, providing a holistic approach to client wellness that neither could achieve alone.

### Action Items:

1. Schedule a meeting between Miguel and Kristian to discuss referral processes and establish a clear understanding of each other's services.
2. Create a mutual referral agreement that outlines how and when referrals will be made, including follow-up procedures.
3. Develop marketing materials that highlight the benefits of both services for potential clients, showcasing the partnership.

Value: HIGH

MUTUAL BENEFIT

### VENDOR 2/2

70% conf

Aspirations Behavioral Health Inc. / flow

### Reasoning:

Aspirations Behavioral Health Inc. could utilize flow's coaching services to enhance their own offerings, providing clients with additional support in personal development and goal setting.

### Value Proposition:

Aspirations can enhance their service portfolio, potentially increasing client retention and satisfaction by offering integrated coaching services alongside mental health counseling.

### Collaboration Example:

Aspirations could partner with flow to offer a bundled service package that includes both mental health counseling and coaching. For example, a client could receive a monthly counseling session with Aspirations and two coaching sessions with flow, creating a comprehensive wellness plan that addresses both mental health and personal goals.

### Synergy Potential:

This collaboration uniquely positions both businesses to offer a comprehensive wellness package, making them stand out in Jacksonville's health and wellness market by addressing both the mind and personal aspirations.

### Action Items:

1. Arrange a joint consultation meeting to design package offerings that combine services from both businesses.
2. Create a promotional campaign for the bundled services, targeting local businesses and community organizations.
3. Implement a tracking system to analyze client uptake and satisfaction with the new package offerings.

Value: MEDIUM

MUTUAL BENEFIT