

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

PARTNER 1/2

75% conf

Bluebird Health Partners !” Noseniorleftbehindfl.org

#### Reasoning:

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 Proposition:

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

#### Collaboration Example:

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.

#### Synergy Potential:

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.

### Action Items:

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.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Noseniorleftbehindfl.org / Bluebird Health Partners

### Reasoning:

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 Proposition:

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.

### Collaboration Example:

When Noseniorleftbehindfl.org conducts assessments for seniors, they can identify clients who are also caregivers or family members of seniors needing healthcare solutions. They can then refer these clients to Bluebird Health Partners for consulting services, helping healthcare startups refine their offerings for seniors. This referral can be tracked, and for each successful contract signed, Bluebird can provide a referral fee to Noseniorleftbehindfl.org.

### Synergy Potential:

The synergy lies in Noseniorleftbehindfl.org's access to a niche market of seniors and their families, combined with Bluebird Health Partners' expertise in healthcare consulting, creating a targeted referral pathway that may not be exploited by other businesses.

### Action Items:

1. Draft a referral agreement outlining commission structures for successful leads.
2. Organize a joint information session to educate Noseniorleftbehindfl.org on Bluebird's services.
3. Develop a marketing flyer detailing Bluebird's services to distribute during Noseniorleftbehindfl.org assessments.

Value: MEDIUM

MUTUAL BENEFIT