

# BUSINESS RELATIONSHIP ANALYSIS

## Bluebird Health Partners !" Communicate Design

2 Relationships Identified

### BUSINESS PROFILES

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### REFERRAL 1/2

80% conf

#### Bluebird Health Partners !" Communicate Design & Marketing

##### Reasoning:

Bluebird Health Partners targets healthcare solution providers, while Communicate 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 Proposition:

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

##### Collaboration Example:

Bluebird Health Partners identifies a healthcare startup needing branding and marketing services and refers them to Communicate Design. In return, Communicate 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.

##### Synergy Potential:

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.

**Action Items:**

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.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Communicate Design & Marketing | Bluebird Health Partners

**Reasoning:**

Communicate 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 Proposition:**

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 Communicate's clients with comprehensive solutions.

**Collaboration Example:**

Communicate Design has a client launching a new health tech application who needs strategic consulting for market entry. They refer this client to Bluebird Health Partners, who conducts a \$15,000 strategy workshop, benefiting both businesses through client satisfaction and potential future referrals.

**Synergy Potential:**

Communicate's understanding of market trends and branding within the entrepreneurial space, combined with Bluebird's strategic insights, creates a powerful ecosystem for healthcare startups looking for comprehensive support.

**Action Items:**

1. Identify specific healthcare clients within Communicate's portfolio that could benefit from consulting services.
2. Draft a referral program that incentivizes both businesses for successful client conversions.
3. Hold a joint webinar on 'Marketing Strategies for Healthcare Startups' to promote both services.

Value: MEDIUM

MUTUAL BENEFIT