

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !" MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

COLLABORATION 1/2

75% conf

Bluebird Health Partners !" MyahnArt LLC

Reasoning:

Bluebird Health Partners can enhance their service offerings by incorporating MyahnArt's creative services into healthcare facilities they consult for. This collaboration will allow Bluebird to provide aesthetically pleasing environments that improve patient experience, while also promoting MyahnArt's services.

Value Proposition:

By integrating creative artwork into healthcare settings, Bluebird can charge premium rates for their consulting while MyahnArt gains access to a new market segment, leading to a potential revenue increase of 30% for both.

Collaboration Example:

Bluebird Health Partners could host a workshop for a local hospital's staff, where MyahnArt creates a mural that reflects the hospital's values and community. This event could attract media coverage, and both companies could benefit from the exposure while enhancing the hospital's atmosphere, increasing patient satisfaction scores.

Synergy Potential:

The unique synergy lies in combining healthcare strategy with creative design, which is often overlooked in the industry. This partnership focuses on enhancing patient experience through art, making the collaboration stand out against typical consulting or marketing partnerships.

Action Items:

1. Schedule a meeting between Cary Hendricks and Myah Freeman to discuss potential joint projects.
2. Identify a local healthcare facility that would benefit from both consulting and creative services.
3. Develop a proposal for a workshop that showcases MyahnArt's murals and Bluebird's consulting approach.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

MyahnArt LLC !' Bluebird Health Partners

Reasoning:

MyahnArt serves businesses looking to enhance aesthetics, which often includes healthcare providers. By referring these clients to Bluebird Health Partners, MyahnArt can provide additional value to its customers while earning referral fees.

Value Proposition:

MyahnArt can earn a 10% commission on each successful referral, while Bluebird gains access to new clients in the healthcare sector.

Collaboration Example:

When a local dentist approaches MyahnArt for a mural to improve the office's ambiance, Myah can refer them to Bluebird for consulting on patient experience and operational strategy. This could lead to a package deal where the dentist invests in both services, benefiting both businesses through increased revenue.

Synergy Potential:

This pairing is unique because it blends the worlds of aesthetic design and healthcare consulting, creating a holistic approach to improving client environments in a sector that values both strategy and aesthetics.

Action Items:

1. Establish a formal referral agreement outlining commission structures.
2. Create a joint marketing piece that highlights the benefits of combining creative aesthetics with healthcare strategy.
3. Develop case studies showcasing successful collaborations to share with potential clients.

Value: MEDIUM

MUTUAL BENEFIT