

# BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Noseniorleftbehindfl.org

2 Relationships Identified

## BUSINESS PROFILES

### Aspirations Behavioral Health Inc.

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

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson  
Industry: Professional Services  
Assessments for 55 and older in need of a service to help maintain independence.

REFERRAL 1/2

85% conf

Aspirations Behavioral Health Inc.!" Noseniorleftbehindfl.org

#### Reasoning:

Aspirations Behavioral Health can refer clients who are experiencing mental health challenges to Noseniorleftbehindfl.org for assistance with maintaining independence. Similarly, Noseniorleftbehindfl.org can recommend mental health services to seniors who may need emotional support.

#### Value Proposition:

Increased client base for both businesses, potentially leading to a 20% increase in referrals over six months.

#### Collaboration Example:

Aspirations Behavioral Health can establish a referral program where they provide monthly mental health workshops at Noseniorleftbehindfl.org's community events. For example, during a senior health fair, Aspirations offers a 'Coping with Loneliness' session, attracting at least 30 seniors. In return, Noseniorleftbehindfl.org promotes Aspirations' counseling services to its clients, generating at least 15 new referrals per month.

#### Synergy Potential:

Both businesses serve vulnerable populations: seniors and individuals needing mental health support, allowing for a unique partnership that addresses holistic wellness and independence simultaneously.

#### Action Items:

1. Schedule a meeting between Kristian Wilson and Wanda K Jackson to discuss referral program details.

2. Create co-branded marketing materials to promote the referral program at community events.
3. Organize the first workshop event to kick off the referral program within the next month.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

Noseniorleftbehindfl.org / Aspirations Behavioral Health Inc.

### Reasoning:

Noseniorleftbehindfl.org can recommend clients who may be struggling with mental health issues, such as isolation or depression, to Aspirations Behavioral Health. This mutually beneficial relationship allows both businesses to enhance their service offerings.

### Value Proposition:

Potential for a 15% increase in client engagement for both businesses through shared referrals within three months.

### Collaboration Example:

Noseniorleftbehindfl.org can include Aspirations Behavioral Health's brochures in their assessment packets for seniors. For instance, every client receiving an assessment for transportation or companionship is given information about mental health support available at Aspirations. This results in at least 10 seniors seeking counseling services within a month.

### Synergy Potential:

Both businesses focus on improving quality of life; the partnership uniquely positions them to provide comprehensive solutions that address both physical and mental health needs.

### Action Items:

1. Develop a resource packet that includes mental health information for Noseniorleftbehindfl.org clients.
2. Train staff at Noseniorleftbehindfl.org to recognize signs of mental health issues and how to refer clients to Aspirations.
3. Monitor referral outcomes monthly to assess the effectiveness of this initiative and adjust marketing strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT