

BUSINESS RELATIONSHIP ANALYSIS

Aspirations Behavioral Health Inc.!" Enriquez

2 Relationships Identified

BUSINESS PROFILES

Aspirations Behavioral Health Inc.

Contact: Kristian Wilson

Industry: Health & Wellness

Telahealth mental health counseling

Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

REFERRAL 1/2

75% conf

Enriquez Aesthetics !" Aspirations Behavioral Health Inc.

Reasoning:

Enriquez Aesthetics targets individuals with chronic skin conditions, which may overlap with clients of Aspirations Behavioral Health who are seeking holistic wellness options. Referring clients to each other can enhance patient care.

Value Proposition:

By establishing a referral system, both businesses can increase their client base, potentially leading to a 20% increase in new clients for each business in the next quarter.

Collaboration Example:

Enriquez Aesthetics can provide a 'Wellness Package' that includes a facial treatment for clients referred by Aspirations Behavioral Health. In return, Aspirations can offer a discount on mental health sessions for clients coming from Enriquez. This structured referral arrangement ensures both businesses benefit financially and strengthens their client relations.

Synergy Potential:

This partnership uniquely combines physical and mental wellness, providing a comprehensive care approach that appeals to clients seeking holistic solutions, making them stand out from other service providers.

Action Items:

1. Set up a referral agreement outlining the benefits for each business.

2. Create promotional materials highlighting the referral package for clients.
3. Host a joint information session to educate staff on referral processes and benefits.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

65% conf

Aspirations Behavioral Health Inc. !' Enriquez Aesthetics

Reasoning:

Aspirations Behavioral Health is looking for collaborative partnerships, and combining mental health services with luxury facial experiences can create a unique offering that attracts clients seeking both mental and physical wellness.

Value Proposition:

This collaboration could lead to increased service offerings, attracting a new demographic and potentially resulting in \$10,000 in additional revenue from new clients within six months.

Collaboration Example:

Aspirations Behavioral Health can organize a 'Mind & Skin Wellness Day' where clients can attend a workshop on mental health strategies followed by a luxury facial treatment at Enriquez Aesthetics. This event can charge \$150 per participant, with both businesses sharing the proceeds, enhancing visibility and attracting new clientele.

Synergy Potential:

Both businesses promote a holistic approach to wellness, making their collaboration particularly attractive to clients who value comprehensive care, enhancing their brand reputation in the community.

Action Items:

1. Plan and schedule the 'Mind & Skin Wellness Day' event within the next month.
2. Develop joint marketing materials to promote the event on social media and local community boards.
3. Collect feedback from participants after the event to assess impact and areas for future collaboration.

Value: HIGH

MUTUAL BENEFIT