

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners!" Free Agents Inc

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks
Industry: Technology
Healthcare Strategy Execution Consulting

Free Agents Inc

Contact: James Higbe
Industry: Professional Services
Key people to solve you business issue

REFERRAL 1/2

80% conf

Bluebird Health Partners!" Free Agents Inc

Reasoning:

Bluebird Health Partners specializes in healthcare strategy execution consulting, targeting healthcare solution providers. Free Agents Inc serves companies of 5 to 250 employees, many of which may need healthcare strategies. Referring clients between them can strengthen their service offerings without competing.

Value Proposition:

By referring clients, both businesses can tap into each other's customer base, potentially increasing revenue by 15-20% through shared leads.

Collaboration Example:

Bluebird Health Partners refers a healthcare startup needing operational guidance to Free Agents Inc. In turn, Free Agents Inc refers a small healthcare provider needing a strategic overhaul to Bluebird. This cross-referral model allows both to earn referral fees while ensuring clients receive tailored solutions from experts.

Synergy Potential:

This pairing is unique because Bluebird's focus on healthcare aligns with Free Agents Inc's diverse business solutions, allowing them to provide comprehensive services to underserved markets, specifically in health tech.

Action Items:

1. Schedule a meeting to discuss mutual referral opportunities and set up a referral fee structure.

2. Develop a shared marketing piece highlighting the strengths of both businesses for potential clients.
3. Create a joint webinar aimed at small companies in the healthcare sector, showcasing how both services can be integrated.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Free Agents Inc !' Bluebird Health Partners

Reasoning:

Free Agents Inc can identify companies that require healthcare strategy consulting and refer them to Bluebird Health Partners, expanding Bluebird's client base while benefiting from Free Agents' established connections.

Value Proposition:

Free Agents Inc can earn referral fees while enhancing their service offerings, potentially increasing revenue by 10-15% through successful client referrals.

Collaboration Example:

Free Agents Inc discovers a mid-sized company struggling with healthcare compliance issues. They refer this client to Bluebird Health Partners, who then provides a tailored consulting project worth \$30,000. Free Agents earns a 10% referral fee, enhancing their portfolio, while Bluebird gains a valuable new client.

Synergy Potential:

This relationship is distinctive because Free Agents' broad client network in various industries complements Bluebird's specialized healthcare focus, creating a niche service pathway that is advantageous for both.

Action Items:

1. Identify potential healthcare clients within Free Agents' current customer base and prepare a list for referral.
2. Establish a formal referral agreement outlining terms and conditions for sharing leads.
3. Create case studies from successful referrals to use in joint marketing efforts.

Value: HIGH

MUTUAL BENEFIT