

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Enriquez Aesthetics

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

REFERRAL 1/2

75% conf

Bluebird Health Partners !” Enriquez Aesthetics

Reasoning:

Bluebird Health Partners targets healthcare solution providers, which could include aesthetic practices like Enriquez Aesthetics. They both serve health-conscious consumers, albeit from different angles, creating an opportunity for mutual referrals.

Value Proposition:

Increased client acquisition through referrals could lead to an estimated 20% increase in new clients for both businesses.

Collaboration Example:

Bluebird Health Partners can refer clients seeking skincare solutions to Enriquez Aesthetics during their consulting sessions. For instance, if a healthcare client expresses interest in skincare as part of a holistic health strategy, Bluebird can connect them directly to Bianca at Enriquez Aesthetics, providing a seamless introduction and earning a referral fee.

Synergy Potential:

This pairing uniquely leverages Bluebird's healthcare consulting expertise with Enriquez's luxury skincare services, creating a comprehensive health and wellness referral network that enhances client experiences.

Action Items:

1. Set up a meeting to discuss referral terms and agreements.
2. Create a co-branded referral program outlining benefits for both businesses.
3. Develop marketing materials that highlight the partnership and referral process.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Enriquez Aesthetics | Bluebird Health Partners

Reasoning:

Enriquez Aesthetics serves individuals interested in holistic health, which aligns with Bluebird's healthcare strategy focus. Referrals could occur when clients mention skin health in the context of overall health management.

Value Proposition:

By referring clients needing strategic healthcare advice, Enriquez Aesthetics could enhance service offerings and increase revenue streams by an estimated 15% through these referrals.

Collaboration Example:

When a client visits Enriquez Aesthetics for a facial and mentions skin health concerns related to a chronic condition, Bianca can refer them to Bluebird Health Partners for strategic health consulting. This referral could lead to a consulting engagement that generates significant revenue for Bluebird.

Synergy Potential:

The combination of luxury skincare and healthcare consulting provides a holistic approach to wellness, allowing both businesses to tap into a shared client base that values comprehensive health solutions.

Action Items:

1. Identify specific skin conditions that may require healthcare consulting.
2. Create a simple referral form to streamline the process for Enriquez's staff.
3. Plan a joint wellness seminar highlighting the benefits of integrated skincare and health strategies.

Value: MEDIUM

MUTUAL BENEFIT