

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Soulfitness Studio Health

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

## PARTNER 1/2

75% conf

Bluebird Health Partners !” Soulfitness Studio Health and wellness center

### Reasoning:

Bluebird Health Partners specializes in healthcare strategy execution, which aligns well with Soulfitness Studio's health and wellness offerings. By collaborating, they can develop specialized programs that combine fitness with strategic health consulting, appealing to clients seeking comprehensive wellness solutions.

### Value Proposition:

By creating joint wellness programs, both businesses could access a larger market, potentially increasing revenues by 25% through bundled services.

### Collaboration Example:

Bluebird Health Partners and Soulfitness Studio could launch a 'Holistic Health Program' that includes monthly fitness classes at Soulfitness, guided by health strategies from Bluebird. For example, they could host a workshop for 30 clients, combining fitness sessions with strategic health planning, charging \$200 per client. Both businesses would split the revenue, enhancing their client offerings and increasing visibility in the community.

### Synergy Potential:

The unique synergy lies in combining strategic healthcare insights with practical fitness solutions, creating a holistic approach that neither could provide alone. This partnership can position them as leaders in integrated health solutions in Jacksonville.

**Action Items:**

1. Schedule a joint brainstorming session to outline potential program offerings.
2. Develop a marketing plan to promote the new Holistic Health Program.
3. Create a timeline for launching the first workshop and identify key metrics for success.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Soulfitness Studio Health and wellness center !' Bluebird Health Partners

**Reasoning:**

Soulfitness Studio serves individuals focused on health and wellness, a similar demographic that may require strategic consulting from Bluebird Health Partners. Referring clients who are interested in health improvement strategies could benefit both businesses.

**Value Proposition:**

Soulfitness could refer about 10 clients a month to Bluebird, generating an additional \$15,000 annually for Bluebird and enhancing Soulfitness's service offerings.

**Collaboration Example:**

Soulfitness Studio can introduce Bluebird Health Partners during their weekly wellness workshops, providing a brief overview of how strategic health consulting can benefit attendees. For instance, after a fitness class, they could offer a free consultation voucher to the first 10 participants, driving direct referrals to Bluebird.

**Synergy Potential:**

This pairing is unique as it builds a referral network that not only enhances the services offered by Soulfitness but also positions Bluebird as the go-to consulting service for individuals looking to improve their overall health strategy.

**Action Items:**

1. Create a referral program with clear incentives for Soulfitness clients.
2. Develop promotional materials that Soulfitness can use in their workshops.
3. Set up a monthly check-in to discuss referral success rates and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT