Blackbird Strategic Solutions

Operational Clarity. Strategic Growth. Empowered Teams

Markita J. Billups, LCSW – Founder & Principal

Fractional Leadership | Strategic Advisory
Leadership & Executive Coaching

Who We Are

We Help Mission-Driven Teams Get Unstuck.
Blackbird Strategic Solutions is a consulting firm specializing in:
- Operational leadership and system redesign
- Workforce strategy and talent alignment
- Strategic planning, culture building, and coaching

Industries Served:
- Healthcare & Healthtech
- Behavioral Health
- Corporate Wellness
- Professional Services
- Startups (Seed to Series C)
- Nonprofits & Social Impact Orgs

Our Core Values:
Precision. Partnership.Strategic Execution.

Why It Matters

30%

Organizations with strong operational clarity grow 30% faster and outperform competitors by 23%.
(Source: McKinsey, 2022)

Core Services

Core Services

Service	Description
Fractional Leadership	Interim executive roles to stabilize operations, develop internal leaders, and set the stage for long-term growth.
Strategic Advisory	Executive-level partnership to shape direction, facilitate decisions, and build alignment across the organization.
Leadership & Executive Coaching	Coaching for healthcare leaders, clinicians, and individuals navigating growth, transitions, and leadership development. Backed by ICF training and transformative client results.

ROI Snapshot

Metric	Value Unlocked
Gross Margin Growth	+41%
Provider Productivity	+51%
Geographic Expansion	0 → 50 States
Annual Revenue Run	↑ to 6.8M (maintained >60% margin)
Operational Domains Built	10+ domains built across growth, clinical, people ops
CRM/Workflow Transformation	Evaluated, scoped, and operationalized systems
Onboarding Time Reduction	↓ 75% (for clients & clinicians)
Customer Experience	CSAT:98% NPS:+89
Provider Satisfaction	+53 eNPS compared to industry avg +18
Coaching	100+ Coaching Sessions Completed w/ +100 NPS & 100% Satisfaction
Training/Workshop Impact	500+ professionals across clinical & corporate sectors

Case Studies

Case Study #1- National Telehealth Provider

Challenge:
Siloed operations across 3 entities, high provider dissatisfaction, patient drop-off post-intake, and over $100K in uncollected accounts receivable.

What We Did:
- Redesigned intake and scheduling workflows
- Implemented KPIs and aligned reporting structures
- Supported integration of clinical ops, billing, and strategy

Impact:
- ✅ 40% increase in gross margin
- ✅ Stabilized day-to-day operations
- ✅ Reduced patient drop-off rates post-intake.
- ✅ Improved provider alignment, data transparency, and productivity

"Markita brought much-needed stability and clarity to our organization. Her leadership had a profound impact, driving meaningful improvements in multiple areas." – CEO

Case Study #2- Behavioral Health Startup

Challenge:
Needed reimbursement strategy to incorporate PIN (Principal Illness Navigation) codes into their hybrid oncology + behavioral care model to drive revenue and scale impact.

What We Did:
- Developed strategic roadmap for PIN, CoCM, and CCM integration
- Designed workflows for care teams aligned with reimbursement standards
- Synthesized billing guidelines, regulatory guidance, and care delivery structure

Impact:
✅ Supported transition to a scalable PIN-aligned model
✅ Positioned organization for payer alignment and future expansion
✅ Enhanced engagement across Health Coaches, Social Workers, and Nurses

"I was so very impressed with your work on figuring out how we could incorporate the PIN codes into our care program… we are absolutely in process of changing / updating our program." – Founder & CEO

Case Study #3- Digital Health Company

Challenge:
Needed to scale from seed to Series C while building national infrastructure for virtual care delivery.

What We Did:
- Built multi-state operational infrastructure from scratch
- Led care ops, practice ops, clinical hiring, and compliance
- Supported care for a 17x increase in active members
- Coached executive team and built cross-functional culture

Impact:
- ✅ Built operations for 50+ states/Nationwide coverage in under 24 months
- ✅ Maintained 60%+ gross margin
- ✅ Partnered with 32 clients while maintaining 98% CSAT & +89 NPS

"Markita brings a fresh perspective, innovative thinking, and a collaborative mindset to every challenge." – Executive Leader, Co-Founder

Case Study #4- Wellness Consultancy Firm

Challenge:
$1M Wellness Consultancy lacking scalable pricing model, CRM infrastructure, and internal clarity on service delivery logic.

What We Did:
- Designed revenue roadmap and service pricing tool
- Supported CRM analysis and implementation process
- Conducted service audit and advised on marketing/sales strategic decision-making

Impact:
✅ Increased pricing transparency leading to increased close rates and profitability
✅ Reduced manual administrative time by 30%
✅ Positioned org for growth despite resource constraints

""Markita brought clarity to our services, pricing, and internal systems. Her insight has been a catalyst for how we operate and grow as a firm." – CEO

Case Study #5- Growth-Stage Behavioral Health Provider

Stage: Early Engagement

The Challenge
Rapid expansion of multidisciplinary team based clinics
No standardized onboarding or training infrastructure for clinicians

Our Approach
- Facilitating discovery sessions to identify workflow and training gaps
- Designing a scalable onboarding roadmap and role-based training curriculum
- Partnering with internal SMEs to ensure clinical rigor and alignment
- Linking clinic launch readiness, provider ramp-up time, and patient volume targets

Projected Outcomes
✅Standardized onboarding program reducing time-to-proficiency for new hires
✅Greater provider satisfaction and retention during rapid scaling
✅Operational systems that directly support revenue targets tied to clinic openings
✅Scalable infrastructure enabling sustainable expansion across new markets

"Her ability to bring structure and scalability to something we hadn't yet built has been invaluable." - Head of People

Case Study #6- Women's Health StartUp

Stage: Early Engagement

The Challenge
Founder-led team launching a membership-based direct primary care (DPC) model for midlife women
Need to operationalize telemedicine systems, workflows, compliance, and patient-facing processes before launch
Ambitious Year 1 targets for patient growth, revenue, and operational scalability

Our Approach
- Conducting discovery and a strategic working session with founder to define priorities
- Applying financial rigor to ensure systems that support membership growth and revenue targets are aligned
- Building the operational foundation for a scalable, patient-centered membership model
- Supporting clinical hiring strategy and mapping growth milestones to enrollment and revenue targets

Projected Outcomes
✅Successful launch of a differentiated DPC model for midlife women
✅Operational blueprint directly tied to revenue growth targets
✅Established Foundation for scaling membership to full capacity and beyond
✅Marketing strategy achieved 360k net revenue growth in year 1

"Having someone who understands both clinical and operational sides has been so necessary for me as a founder." CEO, MD

Leadership Impact Feedback

Themes from Teams & Executives:

- "Built structure around highly nuanced problems"
- "Created winning teams and effective reporting systems"
- "Transformed culture through thoughtful, intentional leadership"
- "Strengthened data analytics and communication"
- "You will continue to lose money in your organization by not hiring her."

From the CEO to frontline staff, my leadership has been described as:
✨ Strategic | ✨ Empowering | ✨ Grounded | ✨ Visionary

Let's Build Together

You don't need more complexity—you need systems that work and leaders who can activate them.

✉ info@blackbirdstrategicsolutions.com

🌐 blackbirdstrategicsolutions.com
https://www.linkedin.com/company/blackbirdstrategicsolutions