



# 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:

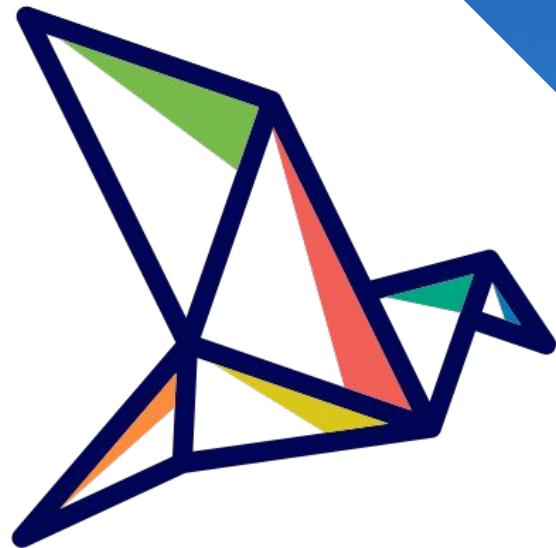
- Operational leadership and system redesign
- Workforce strategy and talent alignment
- Strategic planning, culture building, and coaching

### 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
<b>Fractional Leadership</b>	Interim executive roles to stabilize operations, develop internal leaders, and set the stage for long-term growth.
<b>Strategic Advisory</b>	Executive-level partnership to shape direction, facilitate decisions, and build alignment across the organization.
<b>Leadership &amp; Executive Coaching</b>	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

# 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

*“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.

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