

MARKITA J. BILLUPS

Executive Biography



Markita Billups is a seasoned leader in healthcare operations with over a decade of progressive leadership and expertise. She is the founder of Blackbird Strategic Solutions, a consulting firm dedicated to helping healthcare organizations optimize clinical operations, scale efficiently, and drive strategic growth.

As the former SVP of Operations at Oshi Health, she oversaw Business Operations, Practice Operations, and People Operations functions. In her role, she successfully built the nation's first Gastroenterology specialized value-based virtual care clinic, expanding it from zero to 50-state coverage and growing the team from 10 to over 150 employees. Her efforts led the company to receive six Best Place to Work Awards, including recognition from Modern Health, BuiltIn, and Inc. 100. Additionally, she spoke at the Pittsburgh Business Group on Health Conference alongside a strategic business partner focused on bringing awareness to employers on how to effectively engage employees in innovative healthcare programs.

Before her tenure at Oshi Health, Markita held the position of VP of Clinical Operations at Vital Decisions, Inc. (acquired by Evolent Health), where she provided strategic and operational leadership for innovative clinical products. Additionally, she served as the Manager of Care Coordination at Highmark Health, where she delivered clinical leadership in telehealth services for individuals with co-occurring disorders. Her efforts in nurturing relationships with key stakeholders enabled the successful expansion of the care model across the state of Delaware.

As a clinician with LCSW credentials in both Pennsylvania and Delaware, Markita is uniquely positioned to translate business priorities to clinicians, driving meaningful alignment and impact. Markita's exceptional contributions earned her a nomination for Modern Healthcare's Emerging Leaders 40 Under 40, Transform 10 Leader's Award, Rock Health's Builder's Award, and she is a recipient of the inaugural 2024 Culture Amp's Top 25 Emerging Culture Creators award. Markita thrives on innovation and leading through dynamic change environments.

Committed to service, Markita actively occupies an advisory board seat on the Alumni Board at the College of Public Health at Temple University and serves as an adjunct professor at Thomas Jefferson University in the College of Health Professions.