



# Client Success Story

## CE FAMILY / CONCRETE ENTERPRISES

"She saw the heartbeat of our business - and built around it."

As CEO of Concrete Enterprises, Natalie Dixon brought more than strategy - she brought alignment and momentum. She began by connecting with employees across all levels to understand the culture and core of the company. From there, she led the business through a full organizational restructure and developed a mission statement that reflected the team's true identity.

Natalie spearheaded a company-wide rebrand, aligning internal operations with public image, and helped manage the company's exponential growth with grace and clarity.

### Key Outcomes:

- Conducted deep employee engagement to guide strategic direction
- Led an internal reorganization and clarified company mission
- Directed a rebranding campaign to align culture and customer perception
- Enhance operational efficiency and systems across divisions and departments
- Improved financial systems and strengthened cash flow during rapid growth
- Demonstrated exceptional leadership communication across all levels of the organization

"She is bottom-line focused without ever losing sight of our people.  
Her leadership is both strategic and personal."

– Jason Wiggins, Owner, CE Family / Concrete Enterprises





# Client Success Story

## MSA ORTHOPEDICS

**She took my vision and made it real.**

Over nearly two decades, Natalie helped transform a small orthopedic practice into a thriving, multimillion-dollar healthcare operation.

### Key Outcomes:

- Scaled the business from a small office to a multimillion-dollar operation
- Added new service lines including a surgery center and imaging center
- Maintained exceptionally low employee turnover during rapid growth
- Led software migration and operational streamlining across departments
- Built systems and processes that reflected her strategic and operational insight
- Managed both hourly and highly compensated employees
- Navigated legal and operational requirements, including certificates of need
- Implemented ancillaries that resulted in doubled provider income

**"Her communication, ethics, and leadership are unmatched.  
She is a rare blend of visionary and implementer."**

– Founder, MSA Orthopedics





# Client Success Story

## WOMEN'S HEALTH PROFESSIONALS

**It's rare to find such a wide range of skill sets in one person—especially someone who is an expert in each of them.**

Natalie was called in to evaluate the practice's declining cash flow and profitability. She quickly developed a plan, rolled up her sleeves, and got to work—implementing a new accounting system, improving workflow, and developing policies, procedures, and software solutions. What a turnaround the practice has seen in just three months!

Natalie brought unparalleled depth and breadth to the table—combining high-level strategy with hands-on operational expertise. She became an indispensable force across the business, impacting finance, leadership, compliance, systems, and operational efficiencies in measurable ways.

### Key Outcomes:

- Diagnosed and reversed declining cash flow and profitability
- Implemented modern accounting software and systems
- Streamlined workflows to increase efficiency and reduce errors
- Developed internal policies and procedures for operational consistency
- Strengthened financial reporting and compliance
- Improved communication between leadership, staff, and providers
- Achieved measurable operational efficiencies across departments

**"Natalie is that rare professional who understands every layer of a business. Finance, leadership, operations—even legal—she doesn't just understand them, she excels in them."**

– Dr. Thomas Talley, Physician Owner, Women's Health Professionals





# Client Success Story

## WOMEN'S HEALTH PROFESSIONALS

She saw the heartbeat of our business - and built around it.

Natalie Dixon's arrival had a transformative impact on our office during a critical time. When she stepped in, our practice was facing significant financial challenges, but her leadership quickly turned things around. She is exceptionally bright, highly focused, and incredibly driven—qualities that truly set her apart.

Her strategic vision and relentless dedication helped guide us through tough times and ultimately led us to a path of success. We are immensely grateful for her tremendous contributions, especially in helping navigate the closure of our practice with professionalism and care.

– Dr. Paul Smurda, Women's Health Professionals