CAPABILITY STATEMENT

Optimal Outcome LLC

Healthcare Operations & Program Implementation / Strategy Execution / Executive Leadership Development

SMALL BUSINESS STATUS	UEI	CAGE	PRIMARY NAICS	SAM.GOV
SDVOSB · VOSB	L246JKRTSPR9	87QX0	541618	Active

Optimal Outcome LLC is an **SBA-certified Service-Disabled Veteran-Owned Small Business** that helps federal health agencies, state Medicaid and human services programs, and their prime contractors **close the gap between strategy and operational performance**. The firm is led by a retired Army Nurse Corps Colonel and Fortune 500 healthcare executive with 30+ years leading military health, public health and Medicaid operations at scale.

CORE COMPETENCIES

Healthcare Operations & Program Implementation

We diagnose where mission-critical workflows break down and install operating fixes that hold.

- Current-state workflow, capacity and bottleneck diagnostics
- Implementation roadmaps with accountable owners, milestones and performance measures
- Program stand-up, contract transition and go-live leadership (PMO)

Strategy Execution & Performance Management

We help leaders concentrate resources on the initiatives that matter most and hold the organization to delivery.

- Initiative prioritization and sequencing across competing demands
- Portfolio scorecards that show where investment is returning value and where leaders must intervene
- Governance and operating cadence for executive performance reviews

Leadership Development & Executive Coaching

We build leadership capability against the organization's real operating challenges, not generic curricula.

- Executive coaching for leaders accountable for enterprise results
- Manager development anchored in a live agency or program challenge
- Clear decision rights, escalation paths and results-review cadence

DIFFERENTIATORS

Military health leadership	Commanded the Wiesbaden Health Facility and served as Chief Nursing Officer, Pentagon Health Clinic. Deep fluency in DoD, DHA and VA operating environments.
Medicaid & HHS depth	Accountable for P&L, growth and contract performance across a ten-state Medicaid and human services portfolio at UnitedHealth Group.
Proven at national scale	Former CEO of a national public health response business. As COO, led post-acquisition integration that delivered multimillion-dollar savings.
Clinician-executive	Doctor of Nursing Practice (DNP, RN-C) with credibility in the boardroom and at the point of care.
Set-aside ready	Eligible for SDVOSB and VOSB set-aside and sole-source awards; enables primes to meet SDVOSB subcontracting goals.

CERTIFICATIONS

- SBA-certified SDVOSB (VetCert)
- Veteran-Owned Small Business (VOSB)
- SAM.gov active for all awards

NAICS CODES ★ PRIMARY

541618 ★	Other Management Consulting
541611	Administrative & General Management Consulting
541614	Process, Distribution & Logistics Consulting
611430	Professional & Management Development Training

PSC CODES

R408	Program Management / Support
R499	Other Professional Services
R799	Other Management Support
U008	Training / Curriculum Development

WHO WE SERVE

- Dept. of Veterans Affairs (VA)
- Defense Health Agency & Military Health System
- HHS: CMS, HRSA, CDC, IHS
- State Medicaid & Human Services agencies
- Prime contractors seeking SDVOSB teaming partners

FOUNDER & EXECUTIVE LEADERSHIP

COL (Ret) LaShanda Cobbs, DNP, RN-C

U.S. Army Nurse Corps · Bronze Star · Legion of Merit

Dr. Cobbs is a healthcare executive with **30+ years of enterprise leadership** across the commercial, federal and military health sectors. As **Regional Vice President, State Government Solutions at Optum Insight** (UnitedHealth Group, No. 3 on the Fortune 500), she holds P&L, growth and contract performance accountability for a ten-state Medicaid and human services portfolio. Previously, as **COO of Genoa Healthcare**, she led acquisition integration that delivered multimillion-dollar distribution savings, and as **CEO of OptumServe**, she led a national public health response business. In uniform, she **commanded the Wiesbaden Health Facility** and served as **Chief Nursing Officer at the Pentagon Health Clinic**.

Dr. LaShanda Cobbs, Founder & Owner
Lorton, VA

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