



Date: September 08, 2025

Time: 1:30 PM

Webinar - 1:30-2:30 p.m.

Operating margins remain a critical concern for hospitals and health systems, reflecting the ongoing financial challenges that many organizations face. This webinar, sponsored by Optum, will take a deep dive into the healthcare industry's increasingly challenging business landscape. Optum experts will provide a comprehensive analysis of key issues and strategies to enhance financial outcomes. They'll also present practical, research-backed strategies to improve financial outcomes and maintain stability in the face of ongoing disruption.

The webinar will also explore immediate stressors like labor costs, supply chain issues, and shifting care models, as well as long-term trends including demographic shifts, industry consolidation, and emerging technologies such as generative artificial intelligence (AI). By attending, you'll gain a sharper understanding of the key forces shaping healthcare and concrete approaches to support financial resilience.

At the conclusion of this program, participants will be able to:

- Identify immediate market stressors and how they affect the financial stability of healthcare organizations.
- Explore the financial implications of long-term industry trends such as an aging population, the evolution of healthcare delivery models, vertical integration and AI.
- Describe the current financial landscape and the key challenges they face in achieving sustainable margins.

This webinar will benefit hospital and health system leaders responsible for financial performance, strategic planning and operational decision-making. This may include:

- CEOs
- CFOs
- COOs
- Revenue Cycle Leaders

- Strategic Planning Leaders

### **Morgan Haines**

#### **Practice Leader for Margin Transformation**

#### **Optum Advisory**

Haines is a Practice Leader for Margin Transformation at Optum Advisory, where she partners with health systems to develop strategies that improve financial performance. She brings a strong background in operational improvement, with expertise in areas such as labor optimization, clinical variation management and non-labor cost reduction.

With a track record of supporting large-scale transformation efforts, Haines has helped hospitals and health systems nationwide achieve measurable and sustainable margin improvements. She is known for her collaborative leadership style and ability to drive results through data-informed strategies, stakeholder engagement, and change management.

### **Ken Leonczyk Jr.**

#### **Senior Vice President, Enterprise Partnerships**

#### **Optum**

Leonczyk has over two decades of experience advising healthcare executives across the provider, payer and patient landscape. He is a trusted strategic advisor to health systems and health plans on growth, partnerships, value-based care, performance management, and operational strategy. Leonczyk frequently facilitates board retreats and executive sessions, bringing a national perspective on industry trends and emerging challenges.

Leonczyk's background spans legal, policy, and executive leadership roles, including prior service as an attorney, senior staffer in the U.S. House of Representatives, and an Episcopal priest. He is a frequent keynote speaker at major healthcare events and serves on multiple advisory boards related to health system innovation, wellness, and education.

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