



Date: August 18, 2026

Time: 1:00 PM

Webinar: 1-2 p.m. CT

Sponsored by Optum

This program is complimentary for IHA members.

Operating margins remain a critical concern for health systems as rising costs, reimbursement challenges and changes in care delivery continue to affect financial performance. This webinar will address the primary financial and operational pressures affecting margins, including labor and supply costs, revenue capture, operational inefficiencies, and shifting market conditions. You'll hear about research-informed approaches health systems can use to improve performance while balancing immediate financial needs with longer-term sustainability.

The session will also explore strategies to optimize operations, manage costs, strengthen revenue performance and focus resources on the opportunities most likely to produce meaningful results. You'll gain a practical framework for evaluating margin improvement initiatives and determining where your organization may be positioned to take action.

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

- Recognize the key financial, operational and market forces, including labor, supply, reimbursement and care delivery shifts, that are shaping health system performance.
- Identify practical, actionable approaches to optimize operations, improve revenue capture, manage costs and strengthen efficiency in support of sustainable financial performance.
- Determine which initiatives are most likely to deliver meaningful financial results and translate those opportunities into a practical action plan for long-term stability.

- Chief Financial Officers and Finance Leaders
- Chief Operating Officers
- Strategy and Transformation Leaders

- Revenue Cycle and Patient Financial Service Leaders
- Clinical and Operational Leaders responsible for improving financial performance

Morgan Haines

Practice Leader for Margin Transformation, Optum Advisory

Morgan Haines leads initiatives that enhance financial performance, reduce administrative costs, and modernize operations across revenue cycle, workforce, and supply cost in her role as Practice Lead for Optum Advisory's Provider Margin Transformation consulting practice.

Under Haines' leadership, the Provider Margin Transformation practice has introduced innovative strategies for revenue cycle modernization, physician documentation, automation, strategic sourcing, clinical and ancillary labor performance, and patient financial experience, resulting in significant financial improvements and increased patient loyalty. Her clients, ranging from multipractice physician groups to national health systems, have achieved an average return on investment of 4 to 1.

A sought-after speaker, Haines has presented at numerous industry events, including the Optum Forum, Healthcare Financial Management Association (HFMA) National, HFMA Hawaii, HFMA Greater Heartland, and Becker's Hospital Review.

T.J. Burdine

Senior Director, Finance and Operations, Optum Advisory

T.J. Burdine serves as a lead consultant for hospitals and physician organizations in his role as Senior Director in Optum Advisory's Revenue Cycle Consulting practice. He specializes in improving revenue cycle performance by aligning operational efficiency, financial outcomes, and the overall patient experience. During his tenure at Optum Advisory, Burdine has partnered with more than 30 healthcare organizations on both targeted improvements and enterprise-wide transformation efforts.

With more than 20 years of experience, Burdine has led performance assessments and large-scale optimization initiatives across the revenue cycle—from patient access and contact center operations to back-end patient accounting. His work spans a wide range of organizations, from single-site hospitals and ambulatory surgical centers to complex, multifacility academic health systems.

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