

George Mikitarian, DHA, FACHE, President/CEO



George Mikitarian has led Parrish Healthcare as President/CEO since 2001. He began his tenure with Parrish in 1996 as Chief Operating Officer. Dr. Mikitarian was among the nation’s first leaders to apply evidenced-based healing design to the construction of Parrish Medical Center’s replacement hospital that opened its doors in 2002 resulting in the medical center being internationally recognized for its healing environment.

Dr. Mikitarian is a champion of continuous quality improvement, safe care, and healing patient experiences. Under Dr. Mikitarian’s leadership, Parrish became the nation’s first, and still only, health system to earn The Joint Commission Integrated Care Certification; maintains the area’s only cancer program to be nationally accredited by the American College of Surgeon’s Commission on Cancer accreditation; maintains The Joint Commission accreditation as a Certified Primary Stroke Center; to name only some of Parrish Healthcare accomplishments under his stewardship. These accreditations are earned through a rigorous review of Parrish’s patient safety and quality protocols by objective nationally acclaimed third parties.

Parrish has the authority by law to assess taxes, under its formal designation as the North Brevard County Hospital District. However, under Dr. Mikitarian’s leadership, the hospital is self-sustaining and self-supporting and has not imposed taxes for more than 30 years, saving taxpayers tens of millions of dollars. Additionally, in 2016 Dr. Mikitarian introduced Parrish Healthcare, a regional network of collaborative health service providers. Parrish Healthcare is the culmination of his vision that collaborative partnerships over costly competition are the way to improve quality, safety, service and reduce costs. Parrish Healthcare’s collaborative network of hospitals, providers, insurers, and other allied health, social, and community-based service partners are effectively removing duplication of services and applying shared evidence-based best practices to achieve real integrated healing care for patients, families and communities.

On a personal leadership basis, in 2025 alone, Dr. Mikitarian was cited as one of *Becker Hospital Review’s* “207 Community Hospital Presidents and CEOs to Know.” Becker’s says the hospital leaders on its list are “forward-thinking CEOs are also expanding services to include primary care, specialty treatments, rehabilitation, public health programs and beyond. They are responsible for shaping a positive workplace culture, steering long-term strategy, growing service lines, and ensuring financial sustainability, all with their communities at the heart.” Additional personal honors, include Healing Hospital CEO of the Year 2025 by the Erie Chapman Foundation, a national non-profit organization that promotes loving care in healthcare, and founded by Erie Chapman, author of *Radical Loving Care*, and *Sacred Work: Planting Cultures of Radical Loving Care in America*; Citizen of the Year by Florida Today/Gannett; Junior Achievement Spirit of Achievement Award; United Way of Brevard County Chairman’s Circle Award; Leadership Brevard’s Community Leadership National Award and their Rodney S. Ketcham Leadership Icon Award; being named Business Leader of the Year by Space Coast Business Magazine; and earning the Boy Scouts of America’s Golden Eagle and Silver Beaver awards.

Other distinctions earned by Parrish Healthcare under Dr. Mikitarian’s leadership include: top rated maternity care hospital by U.S. News & World Report; designated maternity care access hospital by U.S. News & World Report; NCQA Certified Patient-Center Medical Home; Large Business of the Year by Titusville Area Chamber of Commerce; recognized by Becker’s Hospital Review as one of their Top 150 Workplaces; earning Gallup’s Worldwide Great Places to Work Award; being a recipient of Modern Healthcare Magazine’s Top 100 Best Places to Work in Healthcare award as well as the magazine’s Spirit of Excellence Award for Service; among others.

Dr. Mikitarian is a Fellow of the American College of Healthcare Executives with a Doctorate in Healthcare Administration from the Medical University of South Carolina. He earned his master’s degree in health services administration from the Indiana University School of Medicine and his bachelor’s degree from Bridgewater State University.

Dr. Mikitarian volunteers his time and talent to several business, civic, community and charitable organizations. He has served chairmanships for countless Boards of Directors at the local, state and national levels.

