

HealthFirst



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HEALTH FIRST AND PARRISH HEALTHCARE SOLIDIFY EXCLUSIVE AGREEMENT WITH BIMDA

Agreement strengthens community partnerships between
Brevard's longstanding healthcare leaders.

Rockledge, Fla. — A two-year exclusive joint presenting sponsorship agreement has been established between Health First, Parrish Healthcare and the Brevard Indo-American Medical and Dental Association (BIMDA) officials announced this week.

The agreement reflects a shared commitment to keeping high-quality, accessible healthcare in Brevard County, ensuring that local patients can receive the care they need close to home. It also strengthens collaboration among the three major Space Coast healthcare leaders, who will come together to host community events, educational programs, networking opportunities and celebrations throughout 2026 and 2027.

“On behalf of the Brevard Indo-American Medical and Dental Association, one of Central Florida’s respected leaders in medical education and industry awareness, we are honored to partner with Health First and Parrish Healthcare,” said BIMDA Sponsorship Chair and past President, Dr. Ashok Shah.

“BIMDA was created and exists primarily to serve as a mission-based organization, bringing together physicians, dentists, and other medical scientists of Indian heritage across Brevard County and Central Florida, in further pursuit of educational, cultural and charitable opportunities. This partnership with Health First and Parrish Healthcare aligns perfectly with our mission to improve health and wellness across our communities”, continued Shah.

Echoing this shared commitment, Health First President and CEO Terry Forde emphasized the importance of collaboration and local investment as Brevard County looks toward the future of healthcare.

“The future of Brevard County has never been brighter. As we look ahead and work to meet the healthcare needs of a growing and dynamic Space Coast, it is crucial that we prioritize keeping care local. This partnership is a direct reflection of our commitment to ensuring that residents, families and visitors can access the highest quality healthcare right here in Brevard County—without having to leave our community. By working together with our trusted partners, we are building a healthier, more resilient future for Brevard, one that puts local care first,” said Health First President and CEO Terry Forde.

Building on that vision for the future of local healthcare, Parrish Healthcare CEO George Mikitarian emphasized the power of collaboration in advancing shared goals for Brevard County.

“I have long supported the importance of collaborative partnerships as a key driver for a healthier, safer community. And this agreement further underscores our joint commitment to a better Brevard - through education, the sharing of ideas, resources, and information, and the celebration of medical excellence,” said George Mikitarian, DHA, FACHE, Parrish Healthcare CEO.

By working together, Health First, Parrish Healthcare and BIMDA are not only addressing the immediate healthcare needs of the community but also laying the groundwork for a healthier, more connected future for the Space Coast.

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About BIMDA

Established in 1996, the Brevard Indian Medical and Dental Association (BIMDA) has become one of the leading organizations of its kind in Central Florida. BIMDA's objectives are to bring health and dental providers together; promote science, education, culture and charitable work; and to assist students in pursuit of their medical education, and more. For more information visit bimda.com.

About Health First

For more than 30 years, Health First has been your trusted healthcare partner, proudly serving and growing alongside Brevard County. Our roots run even deeper, dating back decades to the establishment of our local hospitals. In 1995, those hospitals came together with a shared mission: to improve the health and wellness of the communities we serve. Today, more than 9,500 associates care for their neighbors and help strengthen the community we all share. Brevard is more than where we live—it's who we are

About Parrish Healthcare

Parrish Healthcare, the first U.S. member of Cleveland Clinic Connected and America's first Joint Commission Integrated Care Certified network, includes: Parrish Medical Center, one of the nation's most recognized hospitals for clinical quality, patient safety, and healing environments;

Parrish Medical Group, NCQA certified patient-centered medical homes; and Parrish Health Network, a coalition of healthcare providers, insurers and others working together to improve quality and safety and lower healthcare costs on behalf of individuals, families and businesses. Visit parrishhealthcare.com for more information.