

AN NC CHAMBER EVENT

Health Care Conference

SEPTEMBER 14, 2023
DURHAM, NC

Brian Floyd, RN
President, ECU Health Medical Center
Chief Operating Officer, ECU Health



William “Brian” Floyd, RN, MBA serves as the President for ECU Health Medical Center and Chief Operating Officer for ECU Health. ECU Health is a mission-driven health system that serves a region of more than 1.4 million people in 29 eastern North Carolina counties. This includes ECU Health Medical Center, a 1,174-bed academic medical center in Greenville, North Carolina which serves as the primary teaching partner for Brody School of Medicine at East Carolina University. In his capacity as President of ECU Health Medical Center, he is responsible for the performance of the medical center in the provision of tertiary level care and educational programs for professionals. As Chief Operating Officer for ECU Health, Mr. Floyd is responsible for the performance and coordination of all clinical services of the health system. ECU Health is comprised of eight hospitals with a total of 1704 licensed beds. He is accountable for the qualitative and financial outcomes, as well as leading a workforce of more than 14,000 in the provision of clinical services. Mr. Floyd also serves on the senior executive team of the health system.

He is a registered nurse and holds a Master of Business Administration from UNC-Chapel Hill’s Keenan Flagler School of Business. With more than 20 years of progressive health care experience, Mr. Floyd is committed to advancing care delivery models to improve health conditions of communities. He is an active member of his local community and serves on several boards supporting the health care industry and social and policy development, including the America’s Essential Hospitals Policy Committee, NC Institute of Medicine, North Carolina Healthcare Association and the NC State Health Coordinating Council.