



Zoom On: Edwin Loftin



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Edwin Loftin, RN, MBA, NEA-BC, FACHE is the Senior Vice President of Integrated and Acute Care Services/CNO Parrish Healthcare. Mr Loftin is a progressive senior healthcare executive who cultivates a culture of healing and person and family-centred care. Mr Loftin led the medical centre's efforts to become the first in the nation to earn The Joint Commission's Integrated Care Certification. Under his leadership, Parrish Healthcare has maintained an impeccable quality and patient safety record including Patient Safety Movement Foundation 5-Star. Parrish Healthcare is also a member of the world-renown Mayo Clinic Care Network. Loftin's community service includes serving on The Joint Commission Clinical Advisory team for Vizient Inc., Vizient SE and Truven Advisory Committee; Board member of The Safe Care Group; member of advisory boards for UCF and EFSC Colleges of Nursing; board chair of the Space Coast Chapter of the American Red Cross; and serving as the United Way of Brevard Employee Campaign Manager. Loftin is the recipient of the 2017 Steven Moreau International Humanitarian from the Patient Safety Movement Foundation. Loftin earned his Doctorate from the University of Central Florida, Master of Business Administration degree from East Carolina University and his Bachelor of Science Degree in Nursing from Atlantic Christian College in Wilson, North Carolina. He is a fellow of the American College of Healthcare Executives and a member of the American Organization of Nurse Executives.

1. What are your key areas of interest and research?

Person and family-centred care, transitions in care and zero harm.

2. What are the major challenges in your field?

The major challenges are assuring health care services are the right size and scope for the community we serve. With revenue being ever squeezed, how do we become more efficient and cost-effective while assuring use of evidence-based practices, zero harm and never-ever forgetting we are in a relationship based profession? The value of Health Care is the relationship between person and nurse, person and doctor, between professionals, between healthcare and the community.

3. What is your top management tip?

Never assume. Always listen for both- what is being said and what is not being said. Understand the context.

4. What would you single out as a career highlight?

Every day I have the opportunity to partner in care with my community is a highlight. Every thank you, every smile is a highlight. In Feb 2018, I was honoured to be awarded the Patient Safety Movement Foundation Steven Moreau Humanitarian award for 2017. In December of 2018, I earned my DNP in executive leadership from UCF.

5. If you had not chosen this career path what do you think you would have become?

I would have stayed with my family heritage of farming.

6. What are your personal interests outside of work?

Family (wife, kids, grandchildren), anything outdoors, giving back to the community

7. Your favourite quote?

"Between stimulus and response, there is a space, In that space is our power to choose our response. In our response lie our growth and our freedom." Dr V Frankl

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