Eli Friedman, M.D., FACC, is the Medical Director of Sports Cardiology at Miami Cardiac & Vascular Institute, a part of Baptist Health South Florida. Dr. Friedman is the team cardiologist for Inter Miami CF of Major League Soccer, the Florida Panthers of the National Hockey League, as well as for numerous local colleges and universities. He serves on the United States Tennis Association's Sports Science Committee where he leads the Health and Wellness subcommittee. He is also an advisory sports cardiologist for Miami-Dade County and the Broward County Public Schools Sports Medicine & Student Wellness Committee.

Since 2018, he has helped develop the Heart of a Champion program which teaches trainees – including coaches, student-athletes and athletic administrators – how to recognize and respond to cardiac arrest in a sports setting. The program has worked with the Miami Dolphins, Florida Panthers, United States Tennis Association, and the soccer officials from the Professional Referee Organization.