



Health Forum

Building a Stronger Future for Primary Care in Oceanside

Hosted by Mid Island Health Alliance (MIHA)

Susanne Cunningham, Marilyn Heinz-Harvey, Lynn Bury

Qualicum Beach Inn, September 8, 2025

6:30 to 8:30 PM

Territory Acknowledgement

We respectfully acknowledge the unceded traditional territory of Qualicum First Nation, and we thank them for allowing us to live, work, and play on their lands.



Agenda

- ▶ Presentation
 - ▶ Break-out session
 - ▶ Summary Reports
 - ▶ Next steps
- 

What is the Mid Island Health Alliance (MIHA)?



Volunteer-led, not for profit society improving primary health care in Oceanside & area



9,000 residents without a provider (physician/nurse practitioner)
→ building infrastructure, recruiting providers, creating team-based care



Potential projects: Primrose Medical Clinic & Qualicum Beach Health Care Campus (Rupert Rd) → innovative, community-centred spaces



Driven by collaboration & philanthropy while respecting and acknowledging First Nations territories

Vision & Mission

Vision

A community where **every resident** has equitable access to primary health care, supported by a strong, collaborative network that ensures continuity of care and reduces disparities.

Mission

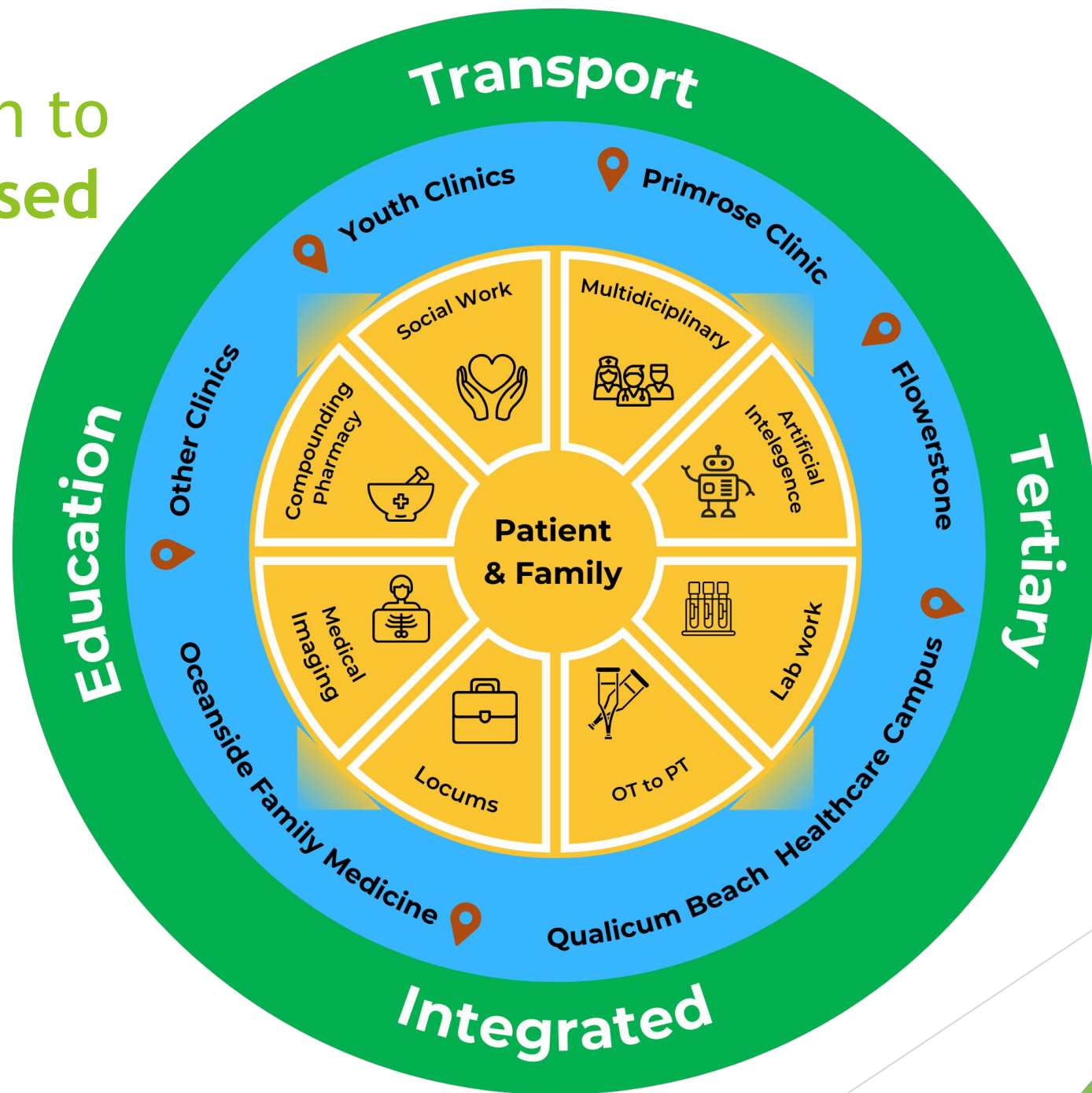
To improve primary care access for Mid Island communities by **collaborating with local and regional partners to build the space, resources, and systems needed to optimize health care for the future.**

Health Forum Goals

- ▶ To educate the community
- ▶ To encourage collaboration
- ▶ To develop strategies for success
- ▶ To identify advocates willing to journey with MIHA



Transition to Team Based Care



Our Research

Over the past year, MIHA has conducted extensive research to better understand the healthcare needs and challenges facing Mid Island communities. Through data collection, stakeholder engagement, analysis of service gaps, and dialogue with other clinics, we've built a clearer picture of where improvements are needed most.

The following sections highlight the key areas of focus that emerged from this research.

Literature

What we've read

Regulatory Standards

Publications

Internet/Journal Articles

Media/News

Medical

Who we've talked to

Physicians - Oceanside

Nurse Practitioners

Medical Professionals

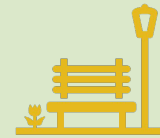
Physician Consultants

Ministry of Health

Health associations
we've consulted with



Island Health



Division of Family
Practice - Oceanside



Primary Care Network

Community

Boards and organizations



Chamber of Commerce



Residential Associations



Relevant Boards

Political

Leaders and
Organizations

Municipal Governments and Councils

Mayor's/Chief Administrative
Officers (CAOs)

Member of Legislative Assembly
(MLAs)

Association of Vancouver Island Coastal
Communities (AVICC)

Regional District of Nanaimo (RDN)

Community Success in the Region

Leaders and
Organizations

 Pender Harbour Colwood Shoreline Brentwood Bay Comox/Courtenay Lower Columbian Bowen Island

Associations

British Columbia Association of
Community Health Centres (BCACHC)
- Engage, Advocate, & Support

Doctors of BC - Med Access

Foundry - Youth Clinic

International Medical Graduates
(IMGs) - Streamlining the Process

Community Alignment & Partnerships

- ▶ Fair Care Alliance
- ▶ Nanaimo District & Hospital Foundation
Partnership
- ▶ Potential Donors & Benefactors



Identified Gaps



1 No Coordinated Effort



#2 Competition for Dollars



#3 No Space - Location



#4 Lack of Collaboration



#5 Recruitment & Retention Challenges

*“Everyone’s
problem - No one’s
solution”*

- Dr. Drew Digney

Sustainability

SWOT Analysis:

- ▶ Practice patterns have changed
- ▶ Replacement requirement is 20 physicians with 30 being best case scenario

Budget Evaluations:

- ▶ Build & Renovations
- ▶ Start up vs Ramp up
- ▶ Operations: First two years and beyond

Funding:

- ▶ Community collaboration and philanthropy

Projects

Proposed

- Qualicum Beach Health Care Campus (Rupert Road)
- Primrose Medical Clinic

Expansion

- Flowerstone Family Health Clinic
- Oceanside Family Practice

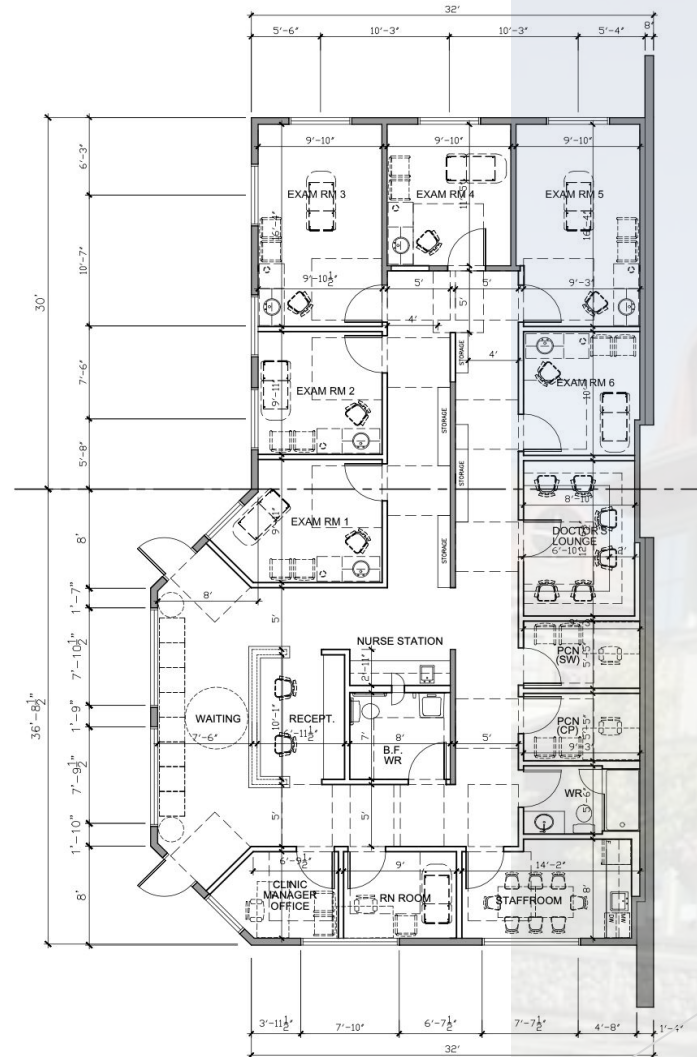
Future

- Jensen Road (Parksville)



Primrose Medical Clinic

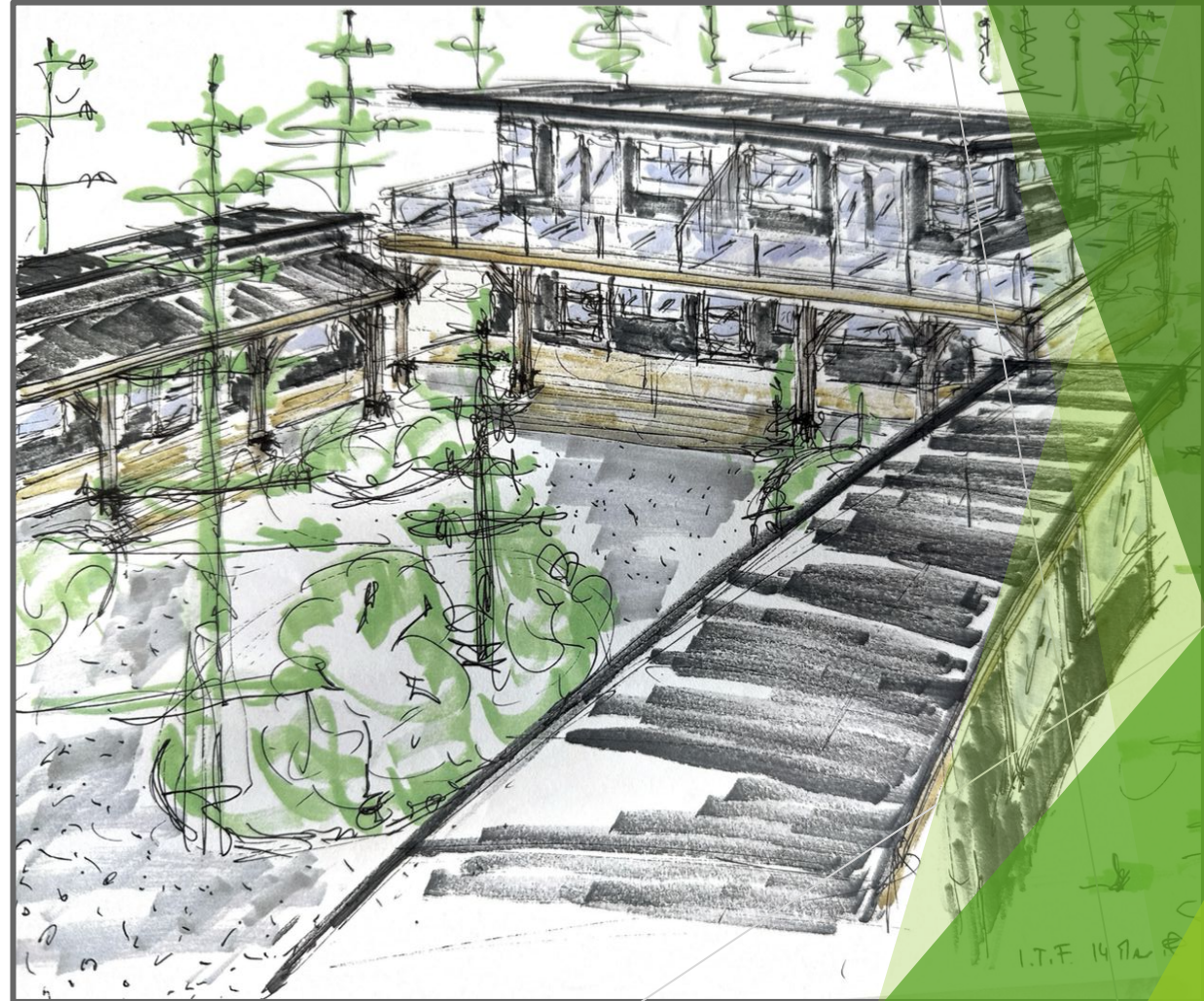
- ▶ 3,300 square feet
- ▶ 6-8 physicians
- ▶ 6 exam rooms
- ▶ Potential to open first half 2026



(Floor plan proposal)

Qualicum Beach Healthcare Campus

- ▶ 2,800 square feet
- ▶ 6-8 physicians
- ▶ Expansion possibility
- ▶ Hub ability (Team-based Model)
- ▶ Start up 2026 to 2027



Example rendering

Flowerstone Family Health Clinic

- ▶ Opened in January 2022 (current location) supported by BC Government
- ▶ Expansion > adjacent to current footprint
- ▶ Nurse Practitioner provider care model
- ▶ Additional providers

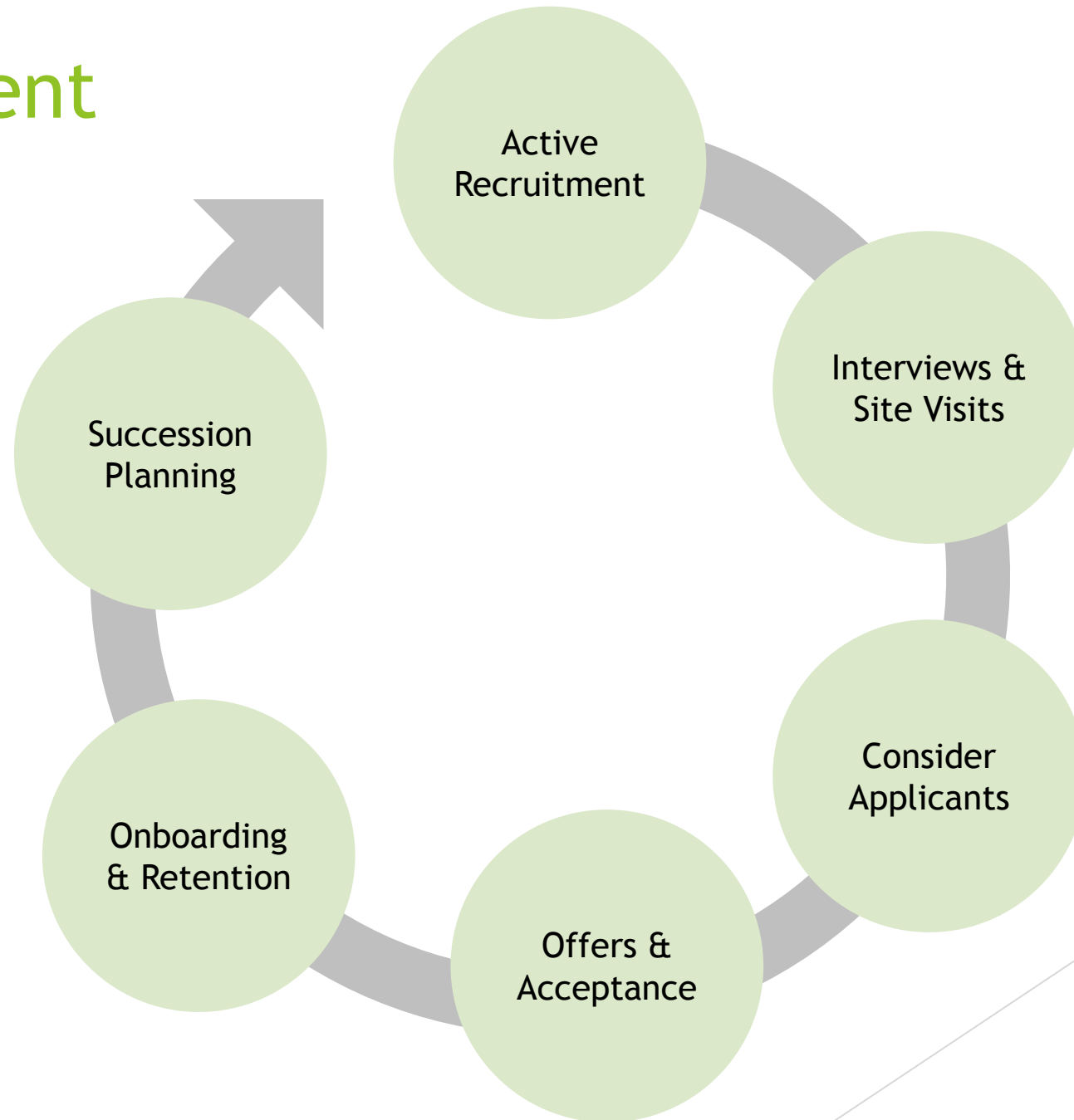




Recruitment & Retention

Building Healthier Communities Together

Recruitment Cycle



Recruitment

A Shared Effort



External recruiters support but do not replace community involvement



Strategic and intentional collaboration between recruiters, healthcare professionals, and community is essential



Weaving the physician into the fabric of the community

Site Visit

First Impressions Matter

- ▶ Showcase professional and lifestyle aspects
- ▶ Include school's childcare, housing, safety
- ▶ Recreational, cultural spiritual
- ▶ Spouse/partner employment contacts
- ▶ Realtor, local professionals
- ▶ **Civic pride is contagious - show it!**



Community Navigator

“The Concierge Approach”

- ▶ Dedicated advocate(s) guides physician's & families
- ▶ Escort to community highlights & leaders
- ▶ Acts as connector, mentor, and ambassador throughout the site visit and onboarding

Community Incentives Beyond the Paycheque

- ▶ Loan repayment programs?
- ▶ Relocation support and housing options?
- ▶ Professional development funding?
- ▶ Local incentives and community supports?

Retention

“Keeping the Spark Alive”

Continuity of care strengthens the economic and social stability of this community

Develop long term, mutually beneficial relationships

Active community support drives physician satisfaction

Onboarding

“The Warm Welcome”



Comprehensive
community to clinic
integration



Reinforces physicians
decision to join



Community involvement
from Day one

Support for Retention

- ▶ Flexible working hours and locum coverage
- ▶ Competitive compensation
- ▶ Continuing medical education & teaching opportunities
- ▶ Physician appreciation & recognition
- ▶ Regular feedback and satisfaction surveys

Closing Messages

Recruitment brings
physicians here

Retention keeps them
here

Community makes them
feel at home

“There is no power for change
greater than community
discovering what it cares about”

Margaret J. Wheatley

“Alone we can do little
together we can do much”

Helen Keller



Community -Powered Philanthropy

Participation = Power

At the heart of every community foundation is the belief that together we can achieve more than any one of us can alone. From health to housing insecurity to climate challenges, we support local partnerships and grassroots leaders who are making a real difference.

Campaign Concept

- ▶ Inspired by Macmillan Coffee Morning in the UK
Ongoing for 35 years, raising from £10 to £12 million, annually.
- ▶ Those involved can share a cup and treat while donating with family, friends, and neighbours.
- ▶ Funds raised will go toward clinic infrastructure and equipment.



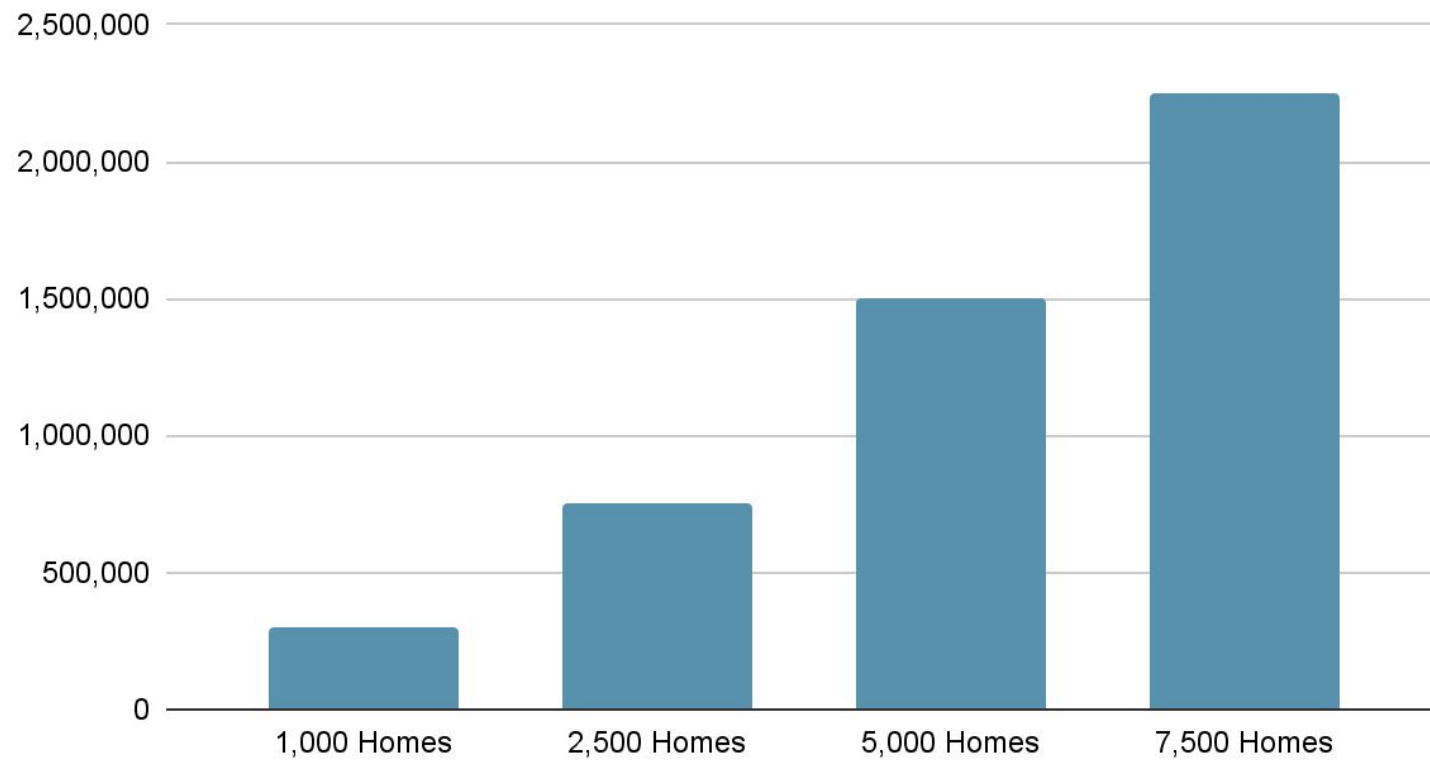
First Annual Oceanside Cups for Care Fundraiser

How it works

1. Host a Coffee Morning.
 - Households and groups sign up to host events.
2. Starter Kits
3. The Big Brew Day:
 - A planned campaign weekend where Cups for Care mornings happen across Oceanside.

Campaign Potential & Goals

Fundraising Goals (\$300 per household)



Corporate & Community Matching

Working with Our Partners

Marketing Concepts

- ▶ **Print Materials**
Posters & flyers in cafes, community centers, clinics, grocery stores
- ▶ **Partnerships**
Local business partnerships
- ▶ **Digital**
Social Media engagement (#CupsForCare, #CommunityPoweredPhilanthropy, #SipForDoctors), live donation tracker
- ▶ **Media**
Press releases, radio challenges, community storytelling

Growth Potential

An Annual Tradition Fundraiser

Oceanside Cups for Care can unite our communities, support healthcare, and improve primary care for the future.

**SAVOR THE TRADITION.
SIP FOR TOMORROW.**



**OCEANSIDE
COFFEE FOR
CARE**

**COMMUNITY POWERED
PHILANTHROPY**

Breakout Sessions

The background of the slide features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text 'Breakout Sessions' is centered on the left side of the slide in a clean, sans-serif font.

Discussion

We want to hear from you.

Purpose

To gather stakeholder insights on the value of the presentation, gauge their willingness to engage, and identify next steps for alignment and action.



Session Summary

Donna Hais

Barney Ellis-Perry

Discussion Points

► Value

- What part of the presentation resonated most with you, and why?
- Which initiative feels most relevant to your work or priorities?
- Was there anything that surprised you or shifted your perspective?

► Engagement & Alignment

- How do you see yourself or your team contributing to these initiatives?
- What would help you feel more confident in supporting or adopting these ideas?
- Where do you see opportunities for collaboration?

► Barriers & Concerns

- What challenges or barriers do you foresee in moving these initiatives forward?
- What additional information or support would you need to be fully on board?
- Are there risks we should be mindful of?



**Closing *remarks*
& *thank you's***