



Primrose Medical Centre Set to Open September 2026

A Major Milestone for Primary Care in Qualicum Beach and Oceanside

FOR IMMEDIATE RELEASE:

Qualicum Beach, B.C. - December 1, 2025 — The Mid Island Health Alliance (MIHA) is proud to announce the upcoming opening of the Primrose Medical Centre in September 2026—an important step forward in strengthening access to primary healthcare for Qualicum Beach, Qualicum First Nation, and surrounding Oceanside communities.

After a year of planning, collaboration, and recruitment, four physicians have now been secured to launch the clinic, with space for 2 - 5 more to join, marking a major milestone in addressing the critical shortage of primary care providers in the region.

The Primrose Medical Centre is being developed as part of a broader vision to create a robust, scalable, and future-focused primary care hub. The clinic will house 6–10 physicians at full operation, with the capacity to attach at least 9,000 patients. Seeking to address the unmet needs in the community, the Primrose Medical Centre intends to organize specialty clinics that community members can be referred to, such as geriatric care, women's health and prenatal care, mental health, and youth and adolescent health. Furthermore, the clinic will host a rotation of specialist physicians, improving local access and reducing wait times for specialist care.

Dr. Kelly Hadfield, who has served as Physician Consultant and recruitment lead, will assume the role of incoming Medical Director, while continuing to lead the Qualicum Beach Medical Clinic and Qualicum First Nation Medical Walk-In Clinic. Her leadership has been instrumental in shaping the clinic's operations, recruitment strategy, and the community care vision.

“This medical centre represents a transformative leap forward for our community,” said Susanne Cunningham, Chair of the Mid Island Health Alliance. “The Primrose Medical Centre is not simply a building—it is the future backbone of healthcare delivery in Qualicum Beach. It will bring stability for physicians, attach thousands of patients, and strengthen care for seniors, families, and rural residents for decades to come.”

A project of this scale has required exceptional community support. MIHA acknowledges the profound contributions of Dr. Paul Connor and his wife Gill, whose generosity and vision have been central to moving this project from concept to reality. Their support—combined with MIHA's ongoing partnership with the Nanaimo and District Hospital Foundation and multiple community leaders—continues to drive the clinic toward its September 2026 opening.

The Primrose Medical Centre will also help build long-term resilience for the entire region by supporting medical learners, future residents, and new physicians arriving from across Canada and abroad.

The success of the Primrose Medical Centre depends on **community-powered philanthropy**. MIHA is inviting residents, businesses, and supporters to help bring the clinic to life by contributing to construction, equipment, and start-up costs. Donations can be made directly through the MIHA website at:

www.midislandhealthalliance.ca

“Community input—and community investment—is essential,” said Cunningham. “This health centre belongs to the people of Oceanside, and together we can build a healthcare home that supports everyone for generations.”

“We’re building a centre that prioritizes patients, supports physicians, and reflects the values of this community,” added Cunningham. “This is an investment in the region’s health for the next 30 years.”

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