

Quarterly Newsletter



October 2025



Message from the Executive Director



Welcome to the first edition of Shoreline Medical Society's quarterly newsletter—a new way to stay connected with what's happening in our clinics and in the broader community we serve. This newsletter is about building connection—sharing updates, stories, and opportunities to learn more about how Shoreline is contributing to the local health system, where we're headed, and how you can be part of it.

So much is happening at Shoreline right now. We're continuing to strengthen our

model of care, listening to patients, and planning for the future. Inside, you'll find updates on how we're responding to community feedback, highlights from our new 2025–2028 Strategic Plan, a glimpse into care through one of our patients, and stories of generosity from the donors and partners who help make it all possible.

This newsletter is also a way to celebrate progress and gratitude—to recognize the incredible staff, providers, volunteers, and supporters who continue to show up for Shoreline in so many ways. Every contribution, event, and act of support helps ensure that care remains close to home for years to come.

Thank you for being part of this journey. I'm so proud of what we're building together, and I look forward to sharing more updates and stories with you in the months ahead.

— *Leslie Keenan*

In this newsletter
you can expect:

Clinic Updates

Our New Strategic
Plan

Stories of Impact

2025/26 Campaign
Sneak Peek

Community
Events

Donor Profile

Thank You for Your Feedback — Here's How We're Responding

Thank you to everyone who completed our Patient Needs Assessment Survey in June.

Here's what we heard — and how we're responding:

- **Shorter Wait Times:** We're expanding Rapid Access, recruiting more locum physicians, and opening up more appointments.
- **Better Phone Access:** A new cloud-based phone system is on the way with shorter waits, call-back options, smarter routing, and a simpler, more dependable experience.
- **Easier Online Booking:** We're enhancing the Pomelo patient portal for clearer navigation, easier access, and more appointment options—including same-day visits.
- **More Providers & Support:** We onboarded two new physicians this fall, and added six locums this year to maintain access while our primary care providers are away, often providing other essential healthcare services within the community.
- **Continuity & Communication:** We're strengthening our team-based care approach so your care is coordinated across your providers, and expanding secure online messaging for timely follow-up and results.

We're also proud to be a new Team-Based Primary Care Learning Centre in partnership with UBC and the BC Ministry of Health—training the next generation of family doctors while strengthening access to care on the Saanich Peninsula.



Dr. Sienna Bourdon, Family Physician
Medical Director, Brentwood Bay Clinic
President, Saanich Peninsula Hospital
Medical Staff Association

2025–2028 Strategic Plan: Protecting Care Today, Planning for Tomorrow

We're thrilled to share Shoreline Medical Society's 2025–2028 Strategic Plan — a roadmap shaped by the voices of our physicians, staff, board, and community.

Shoreline was built on a simple promise: to protect and strengthen primary care on the Saanich Peninsula. With your support, we've grown from five physicians to more than 25 primary care providers, working alongside nurses, allied health professionals and staff.

Since 2020, we've attached 15,900+ patients, prevented 12 patients from being orphaned, and helped stabilize local hospital care.

This Plan focuses on financial sustainability, people-centred growth (including planning for a third clinic), innovation in team-based care, and a supportive workplace culture. "It reflects our roots," says Executive Director Leslie Keenan. "It's about keeping care close to home — and continuing to grow responsibly for the future."



Megan's Story: Feeling Seen, Heard, and Supported

When Megan became pregnant with her first child, she reached out to Shoreline's maternity team and was connected with Dr. Forrester. "Pregnancy is such a vulnerable time — I wanted a doctor I could truly connect with," she says. "Dr. Forrester is the nicest human I've ever met."

As a busy teacher and mom, Megan says the experience was a night-and-day difference from her previous primary care. "The team gave me a full package with everything I needed — it felt like having a personal assistant. Everything was booked in advance, they worked around my schedule, and I never had to stress."

When worries arose, Dr. Forrester took the time to explain everything calmly, checked in, and offered comfort. "She makes you feel like you're the most important person in the room," Megan says. Postpartum visits from midwife Michelle, including at-home support, were equally meaningful. "With a newborn and a toddler, that care made all the difference."

Looking back, Megan says what stood out most was Shoreline's compassion. "When you're bringing another life into this world, you want someone who cares as much as you do. With Dr. Forrester — and with Shoreline — that's exactly what you get."



Primary Care. Together— Our 2025/26 Campaign



Shoreline Medical Society is preparing to launch its 2025/26 fundraising campaign in late November, with a goal of raising \$500,000 to sustain and expand our team-based, community-centered model of primary care on the Saanich Peninsula.

Funds raised will support our youth clinic, help recruit and retain primary care providers and staff, complete renovations to make the most of our existing clinic space, purchase medical equipment, and advance planning for a third clinic. Proceeds will also support our clinics while Shoreline physicians provide care beyond our walls—including in hospital—so patients across the Peninsula continue to receive the continuity of care they rely on.

We have an exciting launch event planned for late fall—one that's sure to shine a little extra light on local health care.

To request a community sponsorship package, be a matching donor, or discuss other opportunities to work together, please contact Sarah Riddell, Director of Development, at development@shorelinemedical.ca or 250-889-1346.

Grants

So far this fiscal year, Shoreline has received generous grants totaling nearly \$40,000 — including \$30,000 from the Victoria Foundation's Community Grants Program for the Saanich Peninsula Youth Clinic, and \$5,000 from the Virginia Hambly Pass-Through Fund and \$4,302 from the Peter and Nancy Vivian Fund through the Victoria Foundation. We are deeply grateful to the Foundation and its fund holders for helping strengthen access to care in our community.



VICTORIA FOUNDATION

Events & Fundraisers



The fall is off to a busy start! Local realtors Rob Rolston and Michelle Martin of Beacon Realty Group held a backyard golf tournament raised \$1,456 for Shoreline.

Red Barn Market Sandown and partners Canadian Tire North Saanich, Torque Masters, Peninsula Panthers, Firehouse Subs Sandown, Higgs, Noodle Box Sandown, the Q100, Chase Varnes, and Susi McMillan — marked their 1st anniversary with a barbecue that raised \$2,400 for Shoreline's Youth Clinic.

Leslie Hunter, a local artist at Central House Art and Business Coach at Hunter Coaching and Consulting, also held a garage sale fundraiser in support of Shoreline.

Connect & Give Back

Follow @shorelinemedicalsociety on Facebook and Instagram for stories, updates, and ways to get involved. Go to shorelinemedical.ca/donate to help us protect care for today – and grow for tomorrow.

Donor Spotlight



Thank you, Butik Naturals! The family-owned Sidney boutique, led by Sam and Aaron Jain (with sister shop Glam & Fame in downtown Victoria), donated \$10,000 to Shoreline's Saanich Peninsula Youth Clinic through *Linen for a Cause*. Their community-minded donation directly supports confidential, no-cost care for youth—mental, physical, and sexual health—right here on the Peninsula.

Share Your Story or Get Involved

Have a story about how Shoreline Medical has made a difference in your life or community? We'd love to hear it. Patient stories help us show the impact of team-based, people-centred care on the Saanich Peninsula.

Thinking about hosting a fundraiser or community event in support of primary care or the Youth Clinic? Whether it's a backyard BBQ, golf tournament, market, or creative idea of your own, we'd love to collaborate.

✉ Get in touch at development@shorelinemedical.ca or 250-889-1346— together, we can keep building primary care for life on the Saanich Peninsula.

