

BUYER PERSONA SNAPSHOT

For Barchester Healthcare



OVERVIEW

ClickThrough
Digital. Accelerated.

Why This Matters

In today's world, customers expect more than just care services — they seek compassion, reliability, and tailored support that respects their lifestyle and health priorities. As a leading provider in senior care and healthcare support, Barchester Healthcare's audiences look for trustworthiness, quality of care, and clear communication. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs, precisely when they need it.

About ClickThrough

ClickThrough is a performance-led digital agency helping ambitious brands grow faster through AI-powered marketing strategies, journey optimisation, and joined-up channel execution. Our Integrated Digital Strategies drive a 58% uplift in performance within two years, and our Digital Performance Accelerator guarantees ROI through data, testing, and tech alignment.





CORE PERSONA SUMMARY

Strategic insights for better targeting, messaging, and service design.

ClickThrough
Digital. Accelerated.

Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Family Caregiver	Adult children or relatives seeking reliable care options for elderly parents; often busy working professionals.	Need peace of mind about quality and trustworthiness of care; triggers include decline in parent's health or independence.	Reputation, transparent communication, recommendations from healthcare professionals, and proximity to family.	<i>"Care you can trust for your loved ones, with regular updates and support."</i>
Elderly Individual	Seniors looking for supported living or care homes that respect their independence and dignity.	Desire safe, comfortable living environments with social engagement and tailored healthcare support.	Quality of facilities, social opportunities, personalized care plans, and independence retention.	<i>"A community where you're cared for and can enjoy your day your way."</i>
Healthcare Professional	Nurses, carers, or admin staff seeking employment or partnership opportunities with a reputable care provider.	Job stability, ethical working environment, ongoing professional development, and meaningful work.	Employer reputation, career growth, training programs, and positive team culture.	<i>"Join a caring team making a real difference every day."</i>
Estate Planner / Advisor	Professionals assisting elderly clients with long-term care planning and financial arrangements.	Need clear cost information, reliable service offerings, and trustworthiness of the care provider for their clients.	Transparent pricing, comprehensive service portfolio, and proven care quality.	<i>"Trust us to support your clients with compassionate, tailored care solutions."</i>
NHS/Healthcare Partner	Public or private healthcare organizations looking to collaborate for patient care placements or shared services.	Need seamless transitions, quality assurance, compliance with healthcare standards, and communication efficiency.	Regulatory compliance, service quality metrics, and partnership flexibility.	<i>"Partnering to deliver seamless, high-quality care for every patient."</i>



CONVERSION INSIGHTS

Tactical detail for campaigns, channel planning, and conversion focus.

ClickThrough
Digital. Accelerated.

Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Family Caregiver	Concern about cost, quality of care, emotional guilt, overload of options.	Website, online reviews, social media, referral from healthcare professionals, phone enquiries.	High when health declines or incidents occur.	<i>High – long-term care contracts.</i>
Elderly Individual	Fear of loss of independence, unfamiliar environment, cost concerns.	Direct inquiry, open days/events, family discussions, brochure downloads.	Medium – often planned but sometimes urgent.	<i>Medium to high – depending on level of support.</i>
Healthcare Professional	Perceived workload, job security, and cultural fit concerns.	Job boards, LinkedIn, recruitment events, professional networks, website careers page.	Medium – when actively seeking jobs; ongoing pipeline.	<i>Medium – staffing impacts operational success.</i>
Estate Planner / Advisor	Lack of updated info, mistrust in care providers, complexity of care options.	Email, webinars, professional events, direct outreach, downloadable guides.	Low to medium – planning cycles dependent on client stages.	<i>Medium – referral driven revenue.</i>
NHS/Healthcare Partner	Bureaucracy, concerns over compliance, timeliness of placements.	Professional meetings, sector conferences, formal proposals, digital partnerships.	Medium to high – patient care needs drive urgency.	<i>High – bulk referrals and service contracts.</i>

WHAT NEXT?

Turn Insight Into Performance

These personas are just the start. The real value comes when they guide your marketing strategy, digital journey, and service innovation — especially when enhanced by AI-enabled personalisation.

Book your strategy session with Rory now — and start turning persona insights into performance gains.

STRATEGY SESSION BOOKING LINK



ClickThrough
Digital. Accelerated.



*“You've seen the insight.
Let's turn it into action.”*



Rory Tarplee - Digital Strategist



experts@clickthrough-marketing.com