

BUYER PERSONA SNAPSHOT

For HC-One



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OVERVIEW

Why This Matters

In today's world, customers expect more than just care services — they seek compassion, reliability, transparent communication, and tailored support that respects their dignity and wellbeing. For the healthcare and senior living sector, building trust through person-centred care and responsiveness is essential to address the anxieties and needs of residents, families, and healthcare professionals alike. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs, precisely when they need it.

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.

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Family Decision Maker	Adult children or relatives searching for quality care homes for elderly loved ones.	Trustworthy care, clear communication, safe environment, transparency in pricing and services	Reputation of care home, testimonials, proximity to family, clarity of care approach	<i>"Partnering with you to provide compassionate, tailored care your family can trust."</i>
Healthcare Professional	NHS coordinators or social workers arranging care placements or recommending services for patients.	Compliance with care standards, quality assurance, good communication with families	Accreditation, quality ratings, regulatory compliance, partnership capabilities	<i>"Supporting healthcare professionals with compliant, person-centred care solutions."</i>
Prospective Resident	Older adults considering moving to a care home, focused on dignity, independence, and community.	Respectful care, active lifestyle options, peer community, safety	Quality of life enhancements, social activities, compassionate staff	<i>"A welcoming home where you can live with dignity, independence, and care."</i>
Local Authority / Commissioner	Council or NHS commissioners responsible for contracting care home services within their jurisdictions.	Cost-effectiveness, compliance, capacity and quality of care	Contract terms, regulatory standards, cost vs quality balance	<i>"Trusted partner delivering high-quality, cost-effective care that meets local needs."</i>
HC-One Employee / Caregiver	Current or potential frontline staff passionate about elderly care and career development.	Supportive work environment, training opportunities, clear role impact	Organizational culture, career growth, work-life balance	<i>"Join a supportive team dedicated to making a real difference every day in elderly care."</i>



CONVERSION INSIGHTS

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

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Family Decision Maker	Fear of poor care, cost concerns, emotional difficulty	Website, social media, family support groups, testimonials	High	<i>High</i>
Healthcare Professional	Limited budget, bureaucratic processes	Email, professional networks, NHS portals, industry events	Medium	<i>Medium</i>
Prospective Resident	Anxiety about moving, unfamiliar technology	Website, virtual tours, in-person visits, family endorsements	Medium	<i>Medium</i>
Local Authority / Commissioner	Procurement complexity, budget constraints	Formal proposals, sector conferences, industry reports	Medium-High	<i>High</i>
HC-One Employee / Caregiver	Job stress, shift patterns, work environment concerns	Internal communications, career fairs, recruitment platforms	Medium	<i>Indirect (staff retention)</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



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



Rory Tarplee - Digital Strategist



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