TARGET PERSONA PROFILE
Cardiac Care Carl
ABOUT ME

I am between the ages of 65-75+, but mostly around 65 years old. I am retired and spend most of my time with family and grandkids.

Geographic Locations: I am a Midwesterner, living in and around Columbia, Jefferson City, Macon, Brookfield, Sedalia, Boonville, Marshall, and Moberly.

EXECUTIVE SUMMARY

As a client, I am expecting top-of-the-line cardiovascular care and treatment. Some things that affect my decision making are doctor reputations, knowledgeability, hospital affiliation, and friendliness of staff. It's likely that I may consider one other cardiovascular care center but ultimately end up choosing Missouri Heart Center. Once I become a patient, I am very happy with the relationship I have established with Missouri Heart Center and would recommend them to my friends and family. You should capitalize on my success by turning me into an advocate and referrer.
What put me in the market for cardiovascular care was primarily due to a cardiovascular disease or the need for cardiovascular surgery. The main problem that I encounter is that, as I age, my cardiovascular problems increase.

When it comes to my overall familiarity with this kind of service, I am familiar with the fact that this care exists, that cardiovascular care is an option for me. I could attribute my problems to getting older, but I am aware that my age has an impact on my cardiovascular health. Although I am familiar with this, you will have to further educate me on the type of cardiovascular care needed and treatment options available to me. I heavily rely on Google searches of articles, blogs, eBooks, and specific cardiovascular websites for me to gain a better understanding.

Understanding My Path to Purchase

What initially put me in the market for this kind of treatment was the need for a better quality of life in terms of feeling better and having a healthier heart.