

COMMUNITYcare PURCHASING DIRECTORY

Community Care Purchasing Directory

Community Care has developed the online Purchasing Directory to help Commissioning Managers and Social Workers source new providers of specialist social care services and products.

The directory contains over 8,000 specialist providers that are searchable by location, client group, specialist service and key words.

60% of Purchasing Directory users use the site to source new providers.*

Benefits for advertisers

- Sponsorship packages, incorporating banner and buttons offer excellent opportunities to build your brand and increase awareness for your organisation in key prominent positions across the site.
- Sponsorship packages of key words (client groups and specialist services) ensure top of list priority whenever a users searches on them.
- Enhanced entries offer special packages to attract more attention to your entry and offer a greater depth of information about your services.

Target audience

What is the target audience? How will users find out about it?

The online site is actively being marketed to:

- 18,000 care professionals from the established Community Care database, comprising Commissioning Managers/Officers, Senior Social Workers, Senior Practitioners, Team Leaders, all of whom have responsibility for purchasing social care services and products.
- Commissioning Managers via local authority regional meetings and specific commissioning conferences.
- The site is also being marketed via major search engines such as Google, Yahoo and MSN, successfully delivering relevant users to provider details.

find out more

If you want more information or would like to place a booking, contact Carol Trusty on

020 8652 4829 or email

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COMMUNITYcare
Working together for best practice in social care