CADARA
formerly National Care Systems

Business Development Representative (BDR)

Remote | Northeast & Midwest Territory | Full-Time | Reports to VP of Marketing
Compensation: Base Salary + Uncapped Commission

Build Relationships. Create Opportunities. Drive Growth.

Join Cadara and Help Shape the Future of Post-Acute Revenue Management.

At Cadara, we're transforming traditional Revenue Cycle Management (RCM) through a more connected, proactive approach: Revenue Lifecycle Management (RLM).

Built on more than 30 years of industry expertise, Cadara helps skilled nursing and post-acute organizations simplify complex revenue operations, improve financial performance, and achieve more predictable outcomes.

We're looking for a driven, resourceful Business Development Representative who knows how to turn conversations into opportunities. You'll play a critical role in expanding our market presence, connecting with healthcare leaders, and building a qualified sales pipeline that supports Cadara's continued growth.

The Opportunity

This isn't simply a role focused on making calls and scheduling meetings. It's an opportunity to become a trusted first point of contact for healthcare leaders navigating increasingly complex revenue challenges.

As a BDR, you'll identify and engage decision-makers across skilled nursing facilities, regional operators, and enterprise healthcare organizations. Working closely with Marketing and Account Executives, you'll develop strategic outreach, uncover business challenges, and create meaningful sales opportunities.

You'll have the opportunity to develop specialized industry expertise, sharpen your consultative selling skills, and build a foundation for continued career growth.

What You'll Do

- **Build Pipeline:** Identify, research, and engage prospective customers through strategic outbound prospecting across phone, email, LinkedIn, and other channels.
- **Engage Decision-Makers:** Connect with facility administrators, business office leaders, regional executives, and C-level stakeholders to initiate meaningful conversations.
- **Create Relevant Outreach:** Personalize messaging around industry challenges, reimbursement complexity, operational efficiency, and financial performance.

- **Qualify Opportunities:** Conduct initial discovery conversations, understand business needs, and identify qualified opportunities for Account Executives.
- **Convert Marketing Engagement:** Follow up on inbound inquiries, webinars, industry events, and targeted campaigns to accelerate prospect engagement.
- **Collaborate Across Teams:** Partner with Marketing and Sales to refine messaging, execute campaigns, and improve lead generation effectiveness.
- **Manage Pipeline Activity:** Maintain accurate prospect information, outreach activity, and qualification notes in HubSpot.
- **Continuously Improve:** Use performance data, market feedback, and prospect insights to refine outreach strategies and increase effectiveness.

What You'll Bring

- 2+ years of successful BDR or SDR experience in B2B SaaS or technology sales.
- Demonstrated success generating qualified meetings and achieving or exceeding performance targets.
- Confidence engaging senior decision-makers through outbound prospecting and consultative conversations.
- Experience navigating complex sales environments involving multiple stakeholders.
- Strong communication skills, with the ability to translate business challenges into compelling conversations.
- Experience using CRM systems such as HubSpot and sales engagement tools.
- A self-motivated, organized approach to managing priorities and delivering results in a remote environment.
- Curiosity, resilience, accountability, and a genuine desire to learn and grow.

Even Better If You Have

- Experience selling healthcare technology, particularly within skilled nursing, senior living, or post-acute care.
- Familiarity with healthcare reimbursement, billing, or revenue cycle operations.
- Experience prospecting into multi-facility operators or private equity-backed healthcare organizations.
- Exposure to consultative sales methodologies such as MEDDICC, Challenger, Sandler, or SPIN.
- Interest in developing toward an Account Executive position.

Why Join Cadara?

Meaningful Work. Real Opportunity. A Company Moving Forward.

At Cadara, you'll join a team combining decades of healthcare expertise with an ambitious vision for the future. We're building innovative technology, challenging traditional approaches to revenue management, and creating new opportunities for our customers and our people.

We value initiative, collaboration, accountability, and individuals who take pride in making a measurable impact.

Our culture is guided by The Cadara Way: Providers First. Create Rhythm. Connect What Matters. Move Forward with Purpose. Deliver Excellence.

Compensation, Benefits & Growth

Cadara offers a competitive compensation structure with a base salary and uncapped variable commission, along with access to a broad range of employee benefits.

- Medical, dental, and vision insurance options.
- Voluntary life insurance and short- and long-term disability coverage.
- Supplemental insurance options for accident, critical illness, and hospital-related expenses.
- Confidential employee assistance and mental health resources.
- Tax-advantaged healthcare savings options, where eligible.
- Paid time off and company holidays.
- Sales coaching, professional development, and opportunities for career advancement.
- Benefits and eligibility vary by plan and employment status.
- Sales coaching, professional development, and opportunities for career advancement.

Ready to Make an Impact?

If you're motivated by building relationships, creating opportunities, and contributing to the growth of an innovative healthcare technology company, we'd like to hear from you.

Click the button below to submit your resume and join us in bringing Revenue in Rhythm™ to post-acute care.

APPLY TODAY

Cadara is an equal opportunity employer. We are committed to providing equal employment opportunities in accordance with applicable laws.

Back to Careers