



**Bonfire
Analytics**

Customer Story:

How Clara Care Expanded Its Active Sales Pipeline by 70% Through Data-Driven Insights

Overview of Clara Care

Clara Care specializes in comprehensive chronic wound management, including on-demand telehealth consultations with wound specialist nurse practitioners, remote 3D wound imaging and monitoring, coordination of durable medical equipment (DME) and prescriptions, as well as ongoing multidisciplinary support.

By partnering with healthcare providers across various specialties—including orthopedics, podiatry, and vascular medicine—Clara Care ensures seamless care coordination and patient co-management throughout the healing journey.

Sales & GTM Challenges

Clara Care initially faced significant obstacles its sales & go-to-market strategy:

- Reliance on an unstructured data dump from a prior data vendor
- Lack of actionable insights to unpack its core healthcare provider target market
- Time-consuming manual data mining to find qualified provider targets

Without a clear understanding of the market and how to build a strong commercial strategy, the **organization was concerned about inefficient sales cycles, low conversion rates**, and potential difficulties in scaling down the line.

According to Clara Care CEO Everett Crosland,

“Our **previous data vendor made it immensely difficult to extract the necessary insights** to answer business questions related to our market - this was a non-starter for us.”



The Solution

After partnering with Bonfire Analytics, Clara Care was able to utilize a comprehensive sales insights platform that delivered:

- ✓ A holistic provider directory including all physicians, physician groups, clinics, hospitals, health systems, and long-term care facilities
- ✓ Comprehensive provider affiliations and firmographic details
- ✓ Medical claims trends for patient populations within wound care including all relevant diagnoses and procedures
- ✓ User-friendly interface that allowed the sales team to self-serve insights and narrow down to attributes aligned with their Ideal Customer Profile (ICP) such as provider groups in rural areas as well as those that are independent



Bonfire Analytics Impact & ROI

Since starting to work with Bonfire Analytics in late 2023, Clara Care has experienced transformative results:

1

Dramatically Improved Lead Qualification:

All unqualified leads can be filtered out immediately now, ensuring that the sales team is only focused on highly qualified leads from the beginning.

Jonathan, the Head of Account Management at Clara Care, explains that “if an identified lead on the Bonfire platform meets our ICP criteria, they will **almost 100% be interested** in a first conversation. In fact, Bonfire has easily

increased our pipeline by 70%

with qualified leads that end up converting into active deals.”

2

Accelerated Sales Rep Onboarding:

New sales reps can get to work on prospecting and selling faster than ever before.

Compared to the time prior to working with Bonfire Analytics, Jonathan describes that “ramp time has **gone from over a month to be almost instantaneous**. New reps are booking meetings in their first week and are having very good conversations from the start.

They’re blown away by the Bonfire platform’s capabilities and not having to rely on past relationships or subpar data.”

3

Effective Market Expansion & Pivots:

Expanding to new market segments such as podiatry, mobile wound, and DME **have been very effective, largely due to the data & insights**.

As Everett puts it, “Bonfire has helped drive targeted commercial pivots in a really quick fashion, leading to **successful business expansion beyond our initial ICP**.”

Optimized Travel Planning & Territory Management:

Planning travel to key target accounts and managing territories is now a smooth & simplified process.

As a concrete example, Jonathan shared that “I’m going to Ohio next week and only have a set amount of time within 2 days. **Without Bonfire, planning meetings would literally be a shot in the dark.**

Using the platform allows me to prioritize my meetings based on target patient populations and the high-impact hospitals in the region.”

In terms of ROI, Clara Care has

already realized \$250,000+ in net-new revenue

from an expanded sales pipeline and business expansion as a result of working with Bonfire Analytics.

This is not to mention the **immense time savings** introduced by optimized lead qualification, travel planning, and minimized new-hire ramp period, all of which have also **led to Clara Care saving several hundreds of thousands of dollars in inefficiencies.**



Long-term Partnership Outlook

Clara Care continues to grow rapidly and aims to continue strengthening the partnership with Bonfire Analytics in the coming years.

As Everett says, “As we look to expand into other related verticals, **we only expect the value of Bonfire Analytics to increase** - we need the efficiency and cost effectiveness they provide as we scale.”

Jonathan confirms, “Bonfire has already been beneficial in identifying adjacencies that Clara Care should branch into next, and **we’re excited to continue growing with the help of the Bonfire platform.**”

