



Salesforce Health Cloud  
Salesforce Sales Cloud  
Salesforce Platform



# Health Cloud Solution Delivers Critical Tracking and Inventory Management Capabilities

**Impulse Dynamics, a Marlton, N.J.-based medical device manufacturer, developed and markets Optimizer®, an implanted Cardiac Contractility Modulation (CCM) device that treats heart failure by enhancing the strength of heart contractions. Like many growing companies in the industry, the company managed critical business processes and compliance data with spreadsheets.**

## Challenge

This challenging project first required a migration of the company's European instance of Sales Cloud to an existing U.S. instance, with the addition of Shield to enhance security. The solution itself required the intelligent sales functionality of Health Cloud to provide scheduling of surgical visits, ensure that devices and components are available, deliver full inventory management (including transfers and RMAs), enable post-implantation registration, and manage follow-up care for patients. All these important processes were manual and significantly slower than desired.

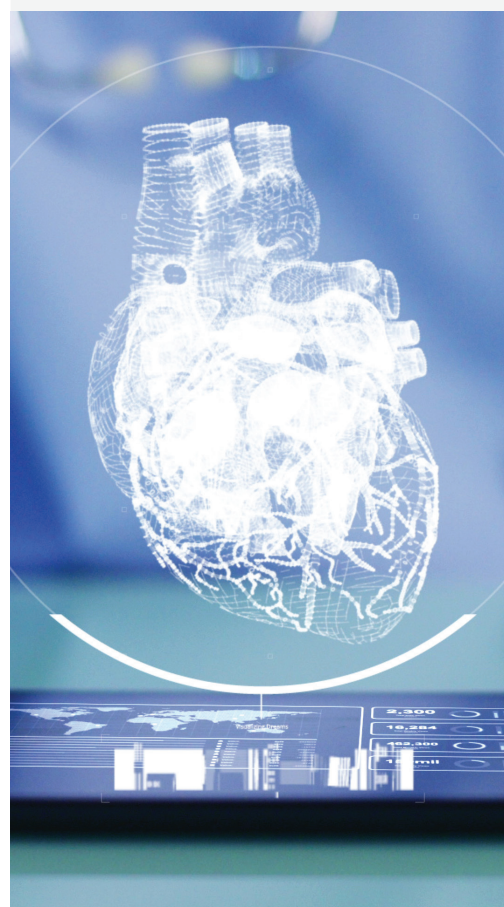
## Solution

ForeFront and the Impulse Dynamics team implemented Salesforce Health Cloud atop the existing Salesforce Sales Cloud solution – to use its out-of-the-box capabilities and avoid extensive customizations. In addition, because its sales reps used Microsoft Surface tablets, the team built a custom scanner solution to digitize paper-based processes and connect to tracking and inventory. A thorough QA process confirmed compliance with FDA requirements.

## Results

The solution consolidated all data into one source, streamlined and digitized critical processes, created an all-digital forms capability, delivered improved inventory management, significantly reduced the need for future customizations, and improved scalability by using out-of-the-box components.

Digital transformation project leveraged sophisticated, highly scalable capabilities to connect key data across the enterprise, eliminate manual processes, and streamline and accelerate FDA reporting.



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