



## HEALTH CLOUD SOLUTION IN A HEARTBEAT

### CRITICAL TRACKING AND INVENTORY MANAGEMENT CAPABILITIES FOR MED DEVICE MANUFACTURER

#### Overview

Impulse Dynamics, a New Jersey-based medical device manufacturer, develops and markets an implanted cardiac device that treats heart failure by enhancing the strength of heart contractions. Spreadsheets captured critical business processes and data for compliance purposes.

#### 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 would ultimately require the intelligent sales functionality of Health Cloud to schedule 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. Utilizing out-of-the-box capabilities made it possible to avoid extensive customizations.

In addition, because sales reps used Microsoft Surface tablets, we built a custom scanner solution to digitize paper-based processes and connect tracking and inventory. A thorough quality assurance process confirmed compliance with FDA requirements.

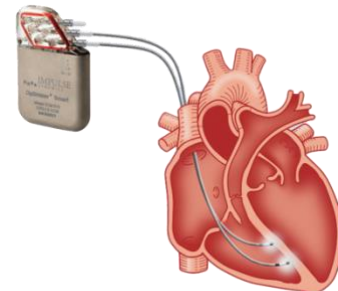


Salesforce Health Cloud  
Salesforce Service Cloud  
Salesforce Sales Engagement Cloud



Med Devices' FDA Regulatory  
Data Compliance Insights

Cardiovascular Devices Market:  
\$60 Billion



#### Outcome

Impulse Dynamics consolidated and streamlined all data and processes into one Salesforce source. The result was productivity gains, out-of-the box components, and reduced need for customization.

As the use of cardiac monitoring and smart wearables devices increases, so does regulatory and security oversight. ForeFront has proven experience meeting healthcare-related data protection compliance requirements, including HIPAA, PHI, CCPA, and GDPR.



#### ForeFront

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