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2023  
Costa Rica <sup>TM</sup>



## CASE STUDY

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**Blue Lantern  
Health**

Empowering Blue Lantern Health's Digital  
Evolution for Extensive Insurance Market Reach

# BUSINESS CHALLENGES

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The primary reasons that Blue Lantern Health sought out a Salesforce service provider were to improve upon their:



## Project Execution

By bringing on our team at FusionHit, they didn't have to execute on projects that had been backlogged in their queue for various reasons.



## Technical Expertise

Blue Lantern Health's team is comprised of health insurance technology experts, not software development. Working with our team enabled their business to operate with confidence that they were in good hands with their technical development.



## Integrations and Development Process

If they needed new functionalities in their programs, they needed a partner that could adapt quickly and meet their ever-changing and evolving needs.



## Operational Efficiency

By optimizing various parts of their business, they hoped to maximize their sales team's efficiency and effectiveness, generating more sales and revenue.



# THE SOLUTIONS

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We implemented our solutions through a strategic process oriented around achieving Blue Lantern Health's short and long-term goals. FusionHit provided Blue Lantern Health with our most qualified personnel to conduct a deep-dive audit of their existing platform to understand the complexities of their challenges further. By having a greater understanding of their pain points, we developed and integrated various customized solutions that seamlessly synergized and harmonized with their previous setup. Blue Lantern Health needed immediate and readily-available access to our team. Because of our strategic position throughout Latin America, our international network of developers and colleagues was set up to help them troubleshoot or strategize at just a moment's notice.



salesforce

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# THE RESULTS

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Due to our extensive knowledge of the Salesforce platform and associated integrations, we delivered rapid and high-impact results to Blue Lantern Health across their sales organization and other departments throughout the company. Through a variety of tailored solutions, we were able to implement, overhaul, and introduce projects like:



## Client Finder

Blue Lantern Health's end-users can now locate client information in a faster and more organized fashion. They can now more seamlessly create cases or identify duplicates throughout their Salesforce book of business.



## Reordering Opportunity Flows

We created two separate Salesforce flows to ensure that specific triggers and automations are properly established without frequent failure, issues, etc.



## Report Clean Up

We helped clean up their various reports and data collection filing methods to keep things more organized. Additionally, we included a security setup to make specific reports available to only the appropriate members of their organization.



Established in Costa Rica since 2010 with offices in Los Angeles, US and development centers in Costa Rica, El Salvador, and Colombia.

We are a Premier Software Development Company that puts its people at the heart of everything we do. We believe that highly engaged teams produce high-quality output that challenges the norm and over-delivers.

We have been perfecting our craft in software development for the past 10 years.

## Contact Us

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