

# Customer Success Story Regional Insurance Provider

## QUICK FACTS

### INDUSTRY

Healthcare Insurance

Leading state insurance provider, facilitating customer access to affordable, high-quality healthcare

### TOTAL MEMBERSHIP

600,000+

### PARTICIPATING PROVIDERS

9,000+

### FOUNDED

1939

URAC accredited

### CIPHERCLOUD® PRODUCT

CipherCloud for Salesforce

## CHALLENGES AND OPPORTUNITIES

- Creating cloud-based patient portal
- Assuring HIPAA compliance for all patient data, regardless of location

## OBJECTIVES

- Protecting both structured and unstructured data
- Strong encryption and key management for all PII fields
- Ease-of-use by integration with web2lead and email systems

## WHY CIPHERCLOUD

- Granular field-level control for structured and free-form data
- Seamless integration with Salesforce platform and functionality
- Multi-org support for Salesforce
- Searchable strong encryption (SSE)
- Open platform support for cloud applications and third-party tools

## IMPLEMENTATION HIGHLIGHTS

- AES 256-bit encryption of 15+ fields within Salesforce
- 200+ internal users
- Integration with web2lead system
- Integration and encryption for email content

## BENEFITS

- Enabled cost savings of moving to a cloud-based portal platform
- Reduced internal infrastructure
- Assured data security and HIPAA compliance for all personal patient information

