



## Case Study

# Cygnus Lactation Services Delights Customers with Digital Forms from OnTask

## Overview



### Cygnus Lactation Services

Cygnus Lactation Services is an Illinois-based company specializing in lactation support outside of the typical hospital setting. They provide consultations and pump rentals to new mothers for long-term

breastfeeding success. As a medical office, Cygnus collected patient intake and insurance forms from their new patients, but knew the process could be easier. That's when they found OnTask.

## Challenges

Cygnus Lactation Services takes in new patients daily, and initially relied on paper-based forms for the new mothers they serve. These paper-based forms were time consuming for their clients and caused lost time for employees when it came to entering patient data into their systems. Before, Cygnus' collection process entailed printing, scanning, and saving files; but with OnTask the entire process has been taken digital.

**"OnTask has provided so much value to our company, it's unbelievable"**

*- Jeanne Cygnus, Founder of Cygnus Lactation Services*



## Results

Implementing OnTask has made the patient intake process more efficient for everyone involved. No more printing, scanning, or manually saving files. And, patients have been incredibly receptive to the new, simplified process. “The feedback from our patients who are filling out their forms via OnTask has been extremely positive,” states Jeanne Cygnus, founder of Cygnus Lactation Services.

The Cygnus team has integrated OnTask with their existing systems using Zapier, to allow the information collected from client intake forms to flow into their CRM. This has helped them cut down on the administrative time that came with processing their new clients.

“OnTask has literally changed everything—and we’re only using it for a tiny, tiny, tiny fraction of what it can do,” states Jeanne. In the future, Jeanne plans to keep training herself on the tool to implement OnTask for more processes around Cygnus Lactation Services.

## About Cygnus

Founded in 2002 by Jeanne Cygnus, IBCLC, Cygnus Lactation Services offers lactation consultation services to new mothers across the United States, Puerto Rico, and Guam. Cygnus’ mission is to help educate families on why infants behave the way they do and the biology of breastfeeding to provide new mothers with the foundation needed for long-term breastfeeding success. To learn more about Cygnus Lactation Services, visit [cygnuslactation.com](https://cygnuslactation.com).

## About OnTask

OnTask is a workflow automation tool that makes it easy for users to create digital documents and forms for routing, review, approval, and signature. Whether internal or external, participants can work on documents and forms with ease, while giving administrators the ability to track files as they travel through review, and gain acceptance through verified digital signatures. For more information, visit [ontask.io](https://ontask.io).