

CASE STUDY REPORT · PROFESSIONAL SERVICES — MEDICAL INTERPRETING

Fewer clinics lost. Every dollar traceable.

An operational audit and systems rebuild for Desyfer Professional Services, a medical interpreting firm serving clinics across Southern California.

ENGAGEMENT OVERVIEW

Operational Diagnosis & Systems Rebuild

Desyfer Professional Services provides medical interpreting for clinics across Southern California — work where a missed appointment is not merely lost revenue, but a patient who did not receive care. At the outset of this engagement, the firm was coordinating operations by paper and instinct: no shared calendar, no functioning website, and worker payouts tracked by hand. The visible symptom was consistent: four to six clinics lost every month.

This report documents the diagnostic process, the strategy that followed from it, the systems built to execute that strategy, and the measured outcome six weeks after launch.

The Challenge

Operations were coordinated ad hoc — no central calendar, no digital front door for new business, and no reliable system for tracking hours worked or payments owed. No-shows were not, in isolation, a marketing problem or a staffing problem; they were the visible byproduct of a business with no operational spine. Every part of the firm's coordination depended on memory and manual follow-up, and that dependency broke down predictably as volume grew.

The Research

Before recommending anything, Norbelin mapped where coordination was actually breaking down — scheduling, billing, and documentation — and separated what could be fixed structurally from what the business would simply have to absorb as a cost of its model. The finding was that three disconnected failure points were compounding into a single visible symptom: clinics lost. Treating any one of the three in isolation would have left the other two to continue eroding the business.

The Strategy

Rather than treat scheduling, payroll, and paperwork as three separate fixes, Norbelin designed one system to solve all three simultaneously. A custom website and internal software platform became the operational core of the business: appointment flow was built to prevent double-booking and no-shows before they occurred, worker billing was tied directly into the same system rather than tracked separately, and interpreters could submit required documentation online instead of in person.

The Execution

The platform was designed and built from the ground up in a deliberate sequence — calendar infrastructure first, then payout tracking layered on top of it, then document submission last. Each piece was sequenced so the business never had to operate two parallel systems during the transition, which kept disruption to daily operations to a minimum throughout the build.

The Outcome

No-shows dropped from a monthly average of four to six lost clinics to zero. Overall operational efficiency rose by approximately 64%. Because scheduling and documentation moved online, staff no longer needed to drive in for routine coordination — eliminating an estimated 1,000 miles of travel per month.

64%

INCREASE IN
OPERATIONAL
EFFICIENCY

4–6 to 0

MONTHLY CLINICS
LOST TO NO-SHOWS

~\$4,000

AVERAGE MONTHLY
PROFIT RECOVERED

1,000 mi/mo

TRAVEL ELIMINATED
VIA VIRTUAL
OPERATIONS

Norbelin was honestly remarkable — they fixed all of our company's problems with a smart, research-driven approach.

K. LIZARRAGA, FOUNDER, DESYFER PROFESSIONAL SERVICES LLC

Engagement Summary

INDUSTRY	Professional Services — Medical Interpreting
CLIENT	Desyfer Professional Services LLC
SCOPE	Operational audit, custom website, internal scheduling & billing platform
DISCIPLINES	Strategy Consulting, Systems & Operations, Digital Advisory