

A smiling woman with blonde hair, wearing a blue button-down shirt and a black headset with a microphone, is shown from the chest up. She is holding the microphone with her right hand. The background is a blurred office setting. The entire image is overlaid with a semi-transparent teal filter.

Brand Presentation

by Smart Marketing LLC.

Brand Introduction



COMPASSIONATE

RELIABLE

EXPERIENCED

SUPPORTIVE

1st Call supports medical practices nationwide, providing consistent and reliable assistance across all locations. Eliminate costly turnover and HR expenses while improving quality and productivity. You'll receive a specific team dedicated to your medical practice, learning and understanding your workflow practices and processes.

Creative Direction



Bright color pallet, with pink and orange accents



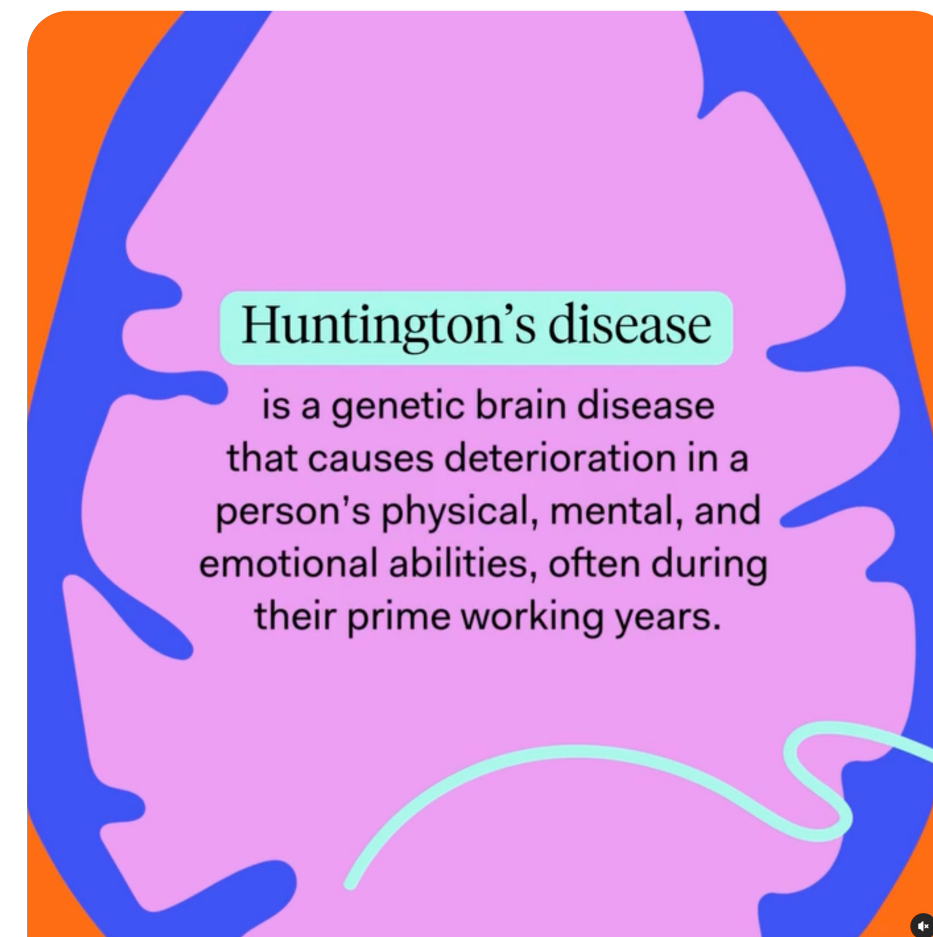
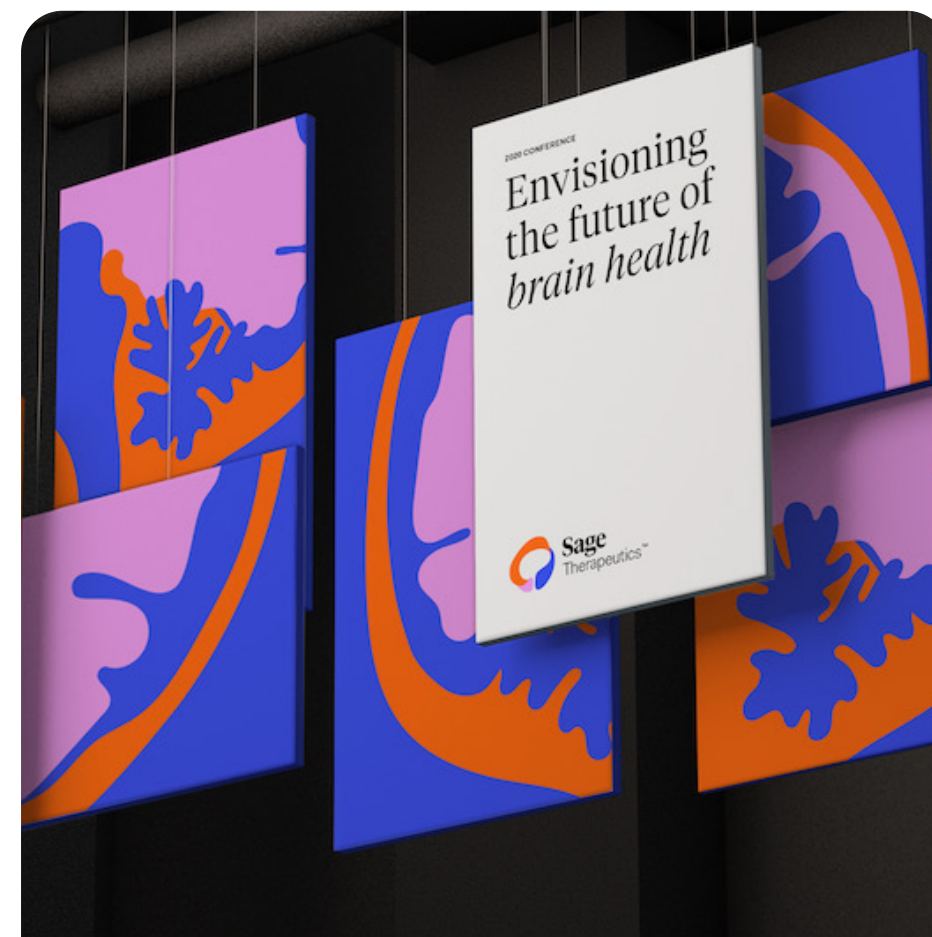
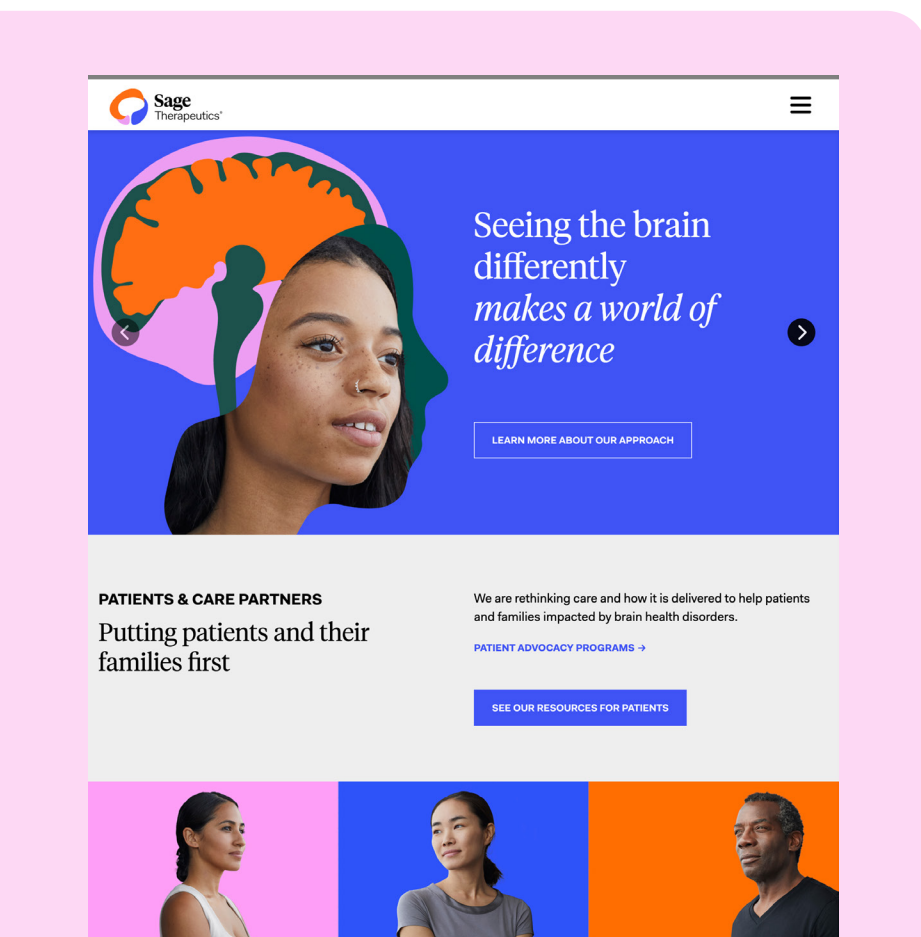
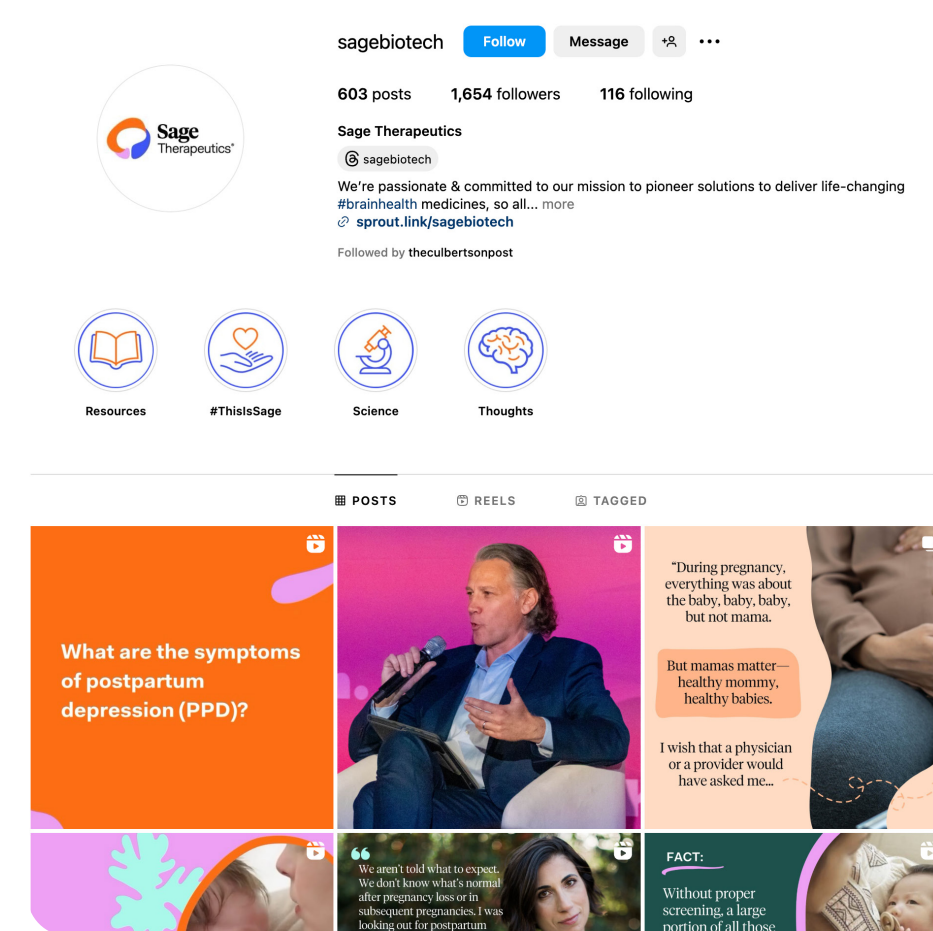
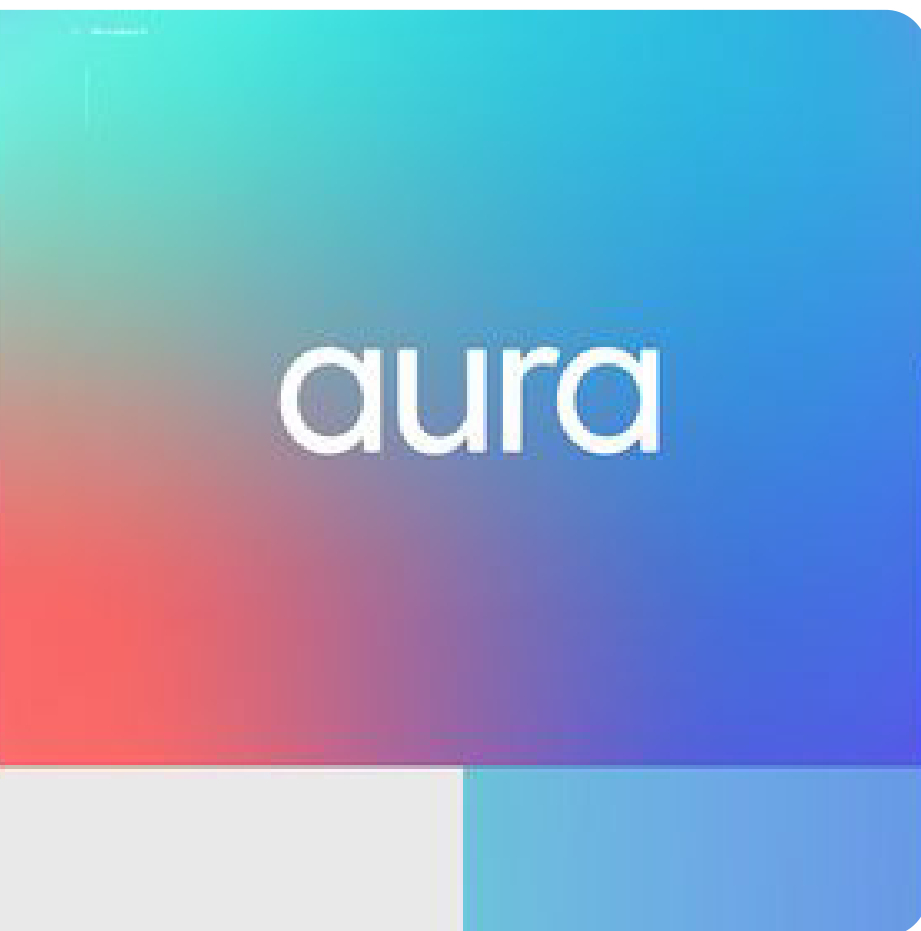
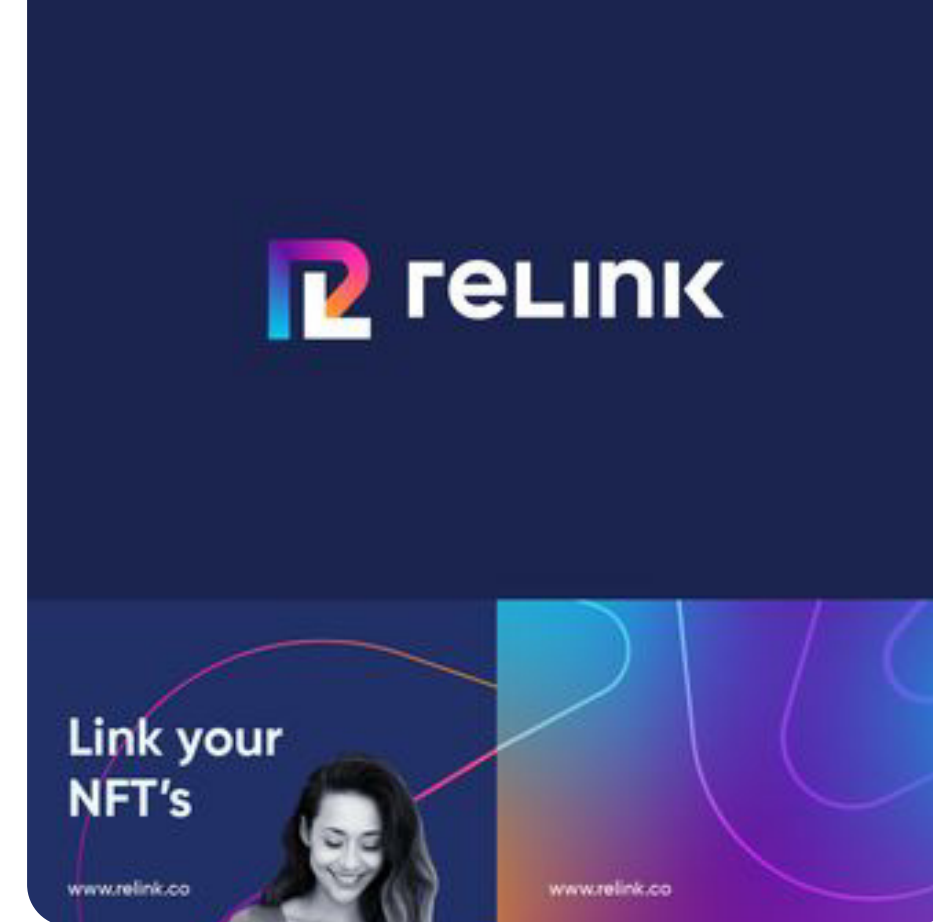
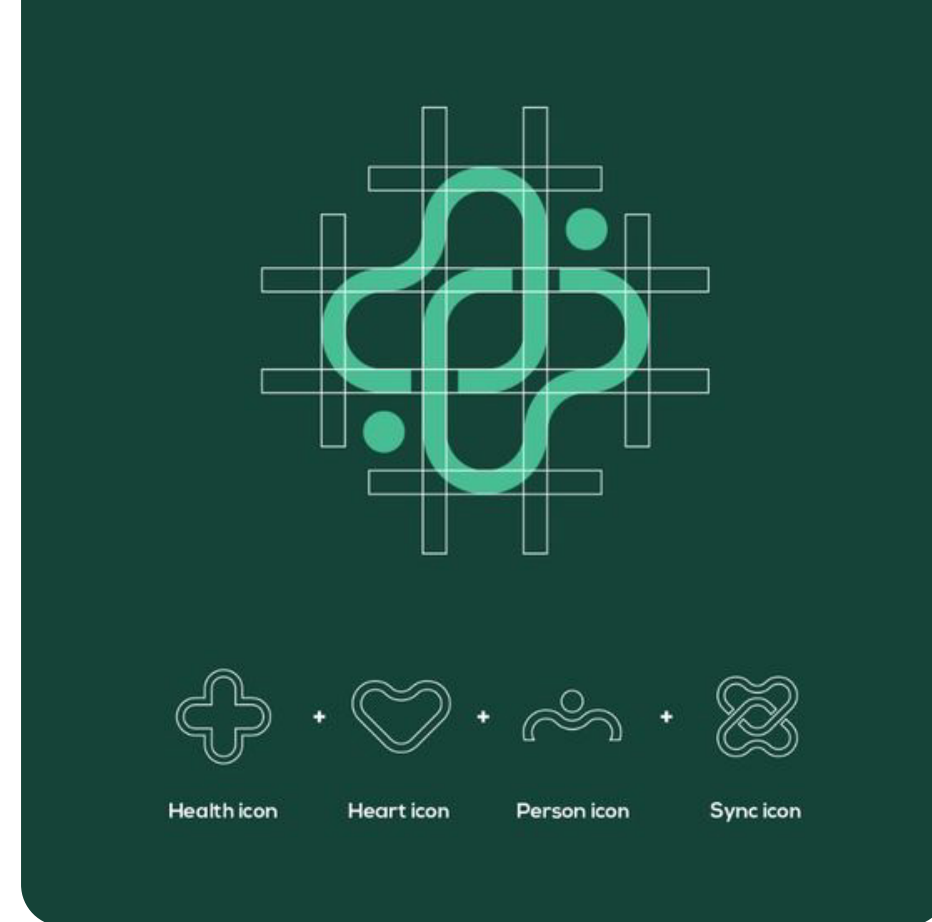
Very organic, natural shapes with a vibrant gradient



Abstract icons that still convey the brand's message



Logo and brand story that make the viewer feel safe & relaxed



Logo Design

Primary Logo

Your primary logo will be the heart of your brand. This logo reflects a compassionate and professional tone with a modern twist.

Heathcare "plus" element
pulled from old logo



1st Call

Practice Solutions

Soft, rounded font
conveys friendliness and
trustworthiness

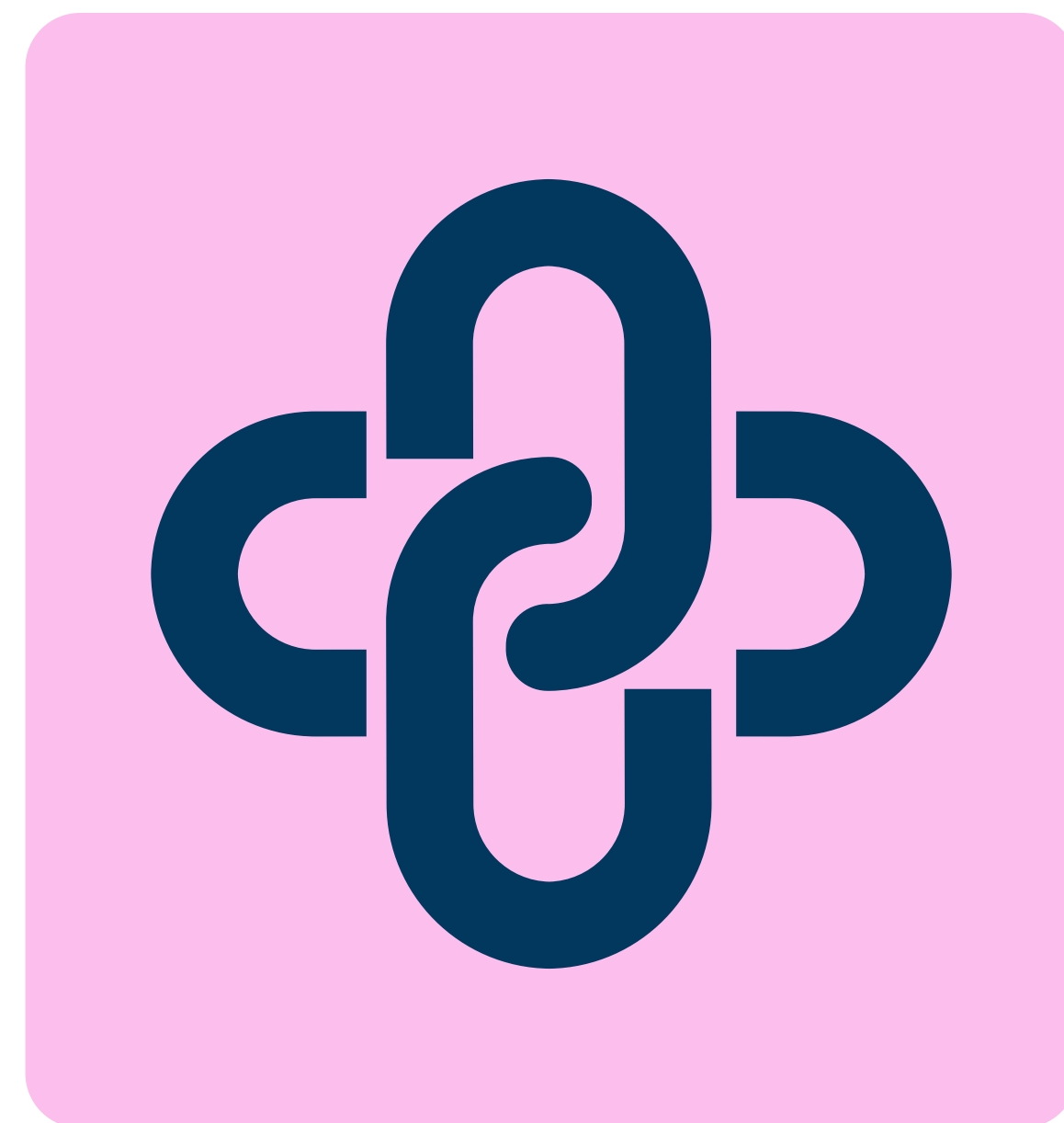
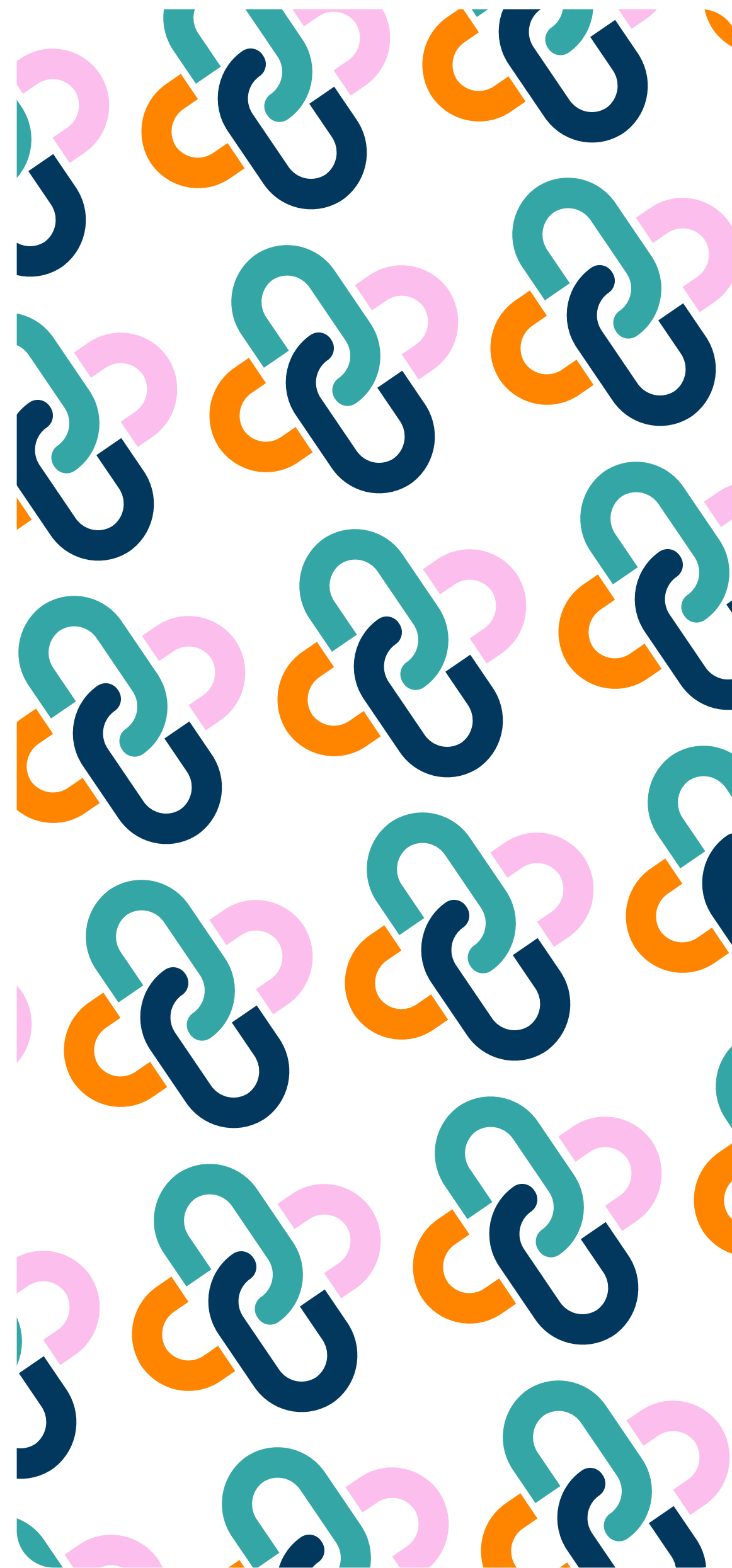
Secondary Logo

The secondary logo provides flexibility in different applications. It often simplifies the primary logo while maintaining brand consistency, ensuring it works well in smaller or unconventional spaces.



Logomark

Logomarks are simplified, standalone symbols or icons that represent your brand. They're perfect for smaller formats where the full logo may not be suitable, offering a clean and recognizable visual for your brand.



Typograpy

A soft italic font paired with a fun cursive font enhances your brand by adding a touch of warmth and personality. The classic sans serif font makes body text clean and easy to read.

Aa

Title

GELICA ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bb

Body

MUNDIAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cc

Accent

SHELBY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Color Palette

These colors convey trust, urgency, and professionalism. Blues and greens evoke calm and reliability, while energetic accents signal quick action, creating a memorable and approachable brand that clients can rely on.

On-Call Blue

#02385E

Triage Teal

#35A6A6

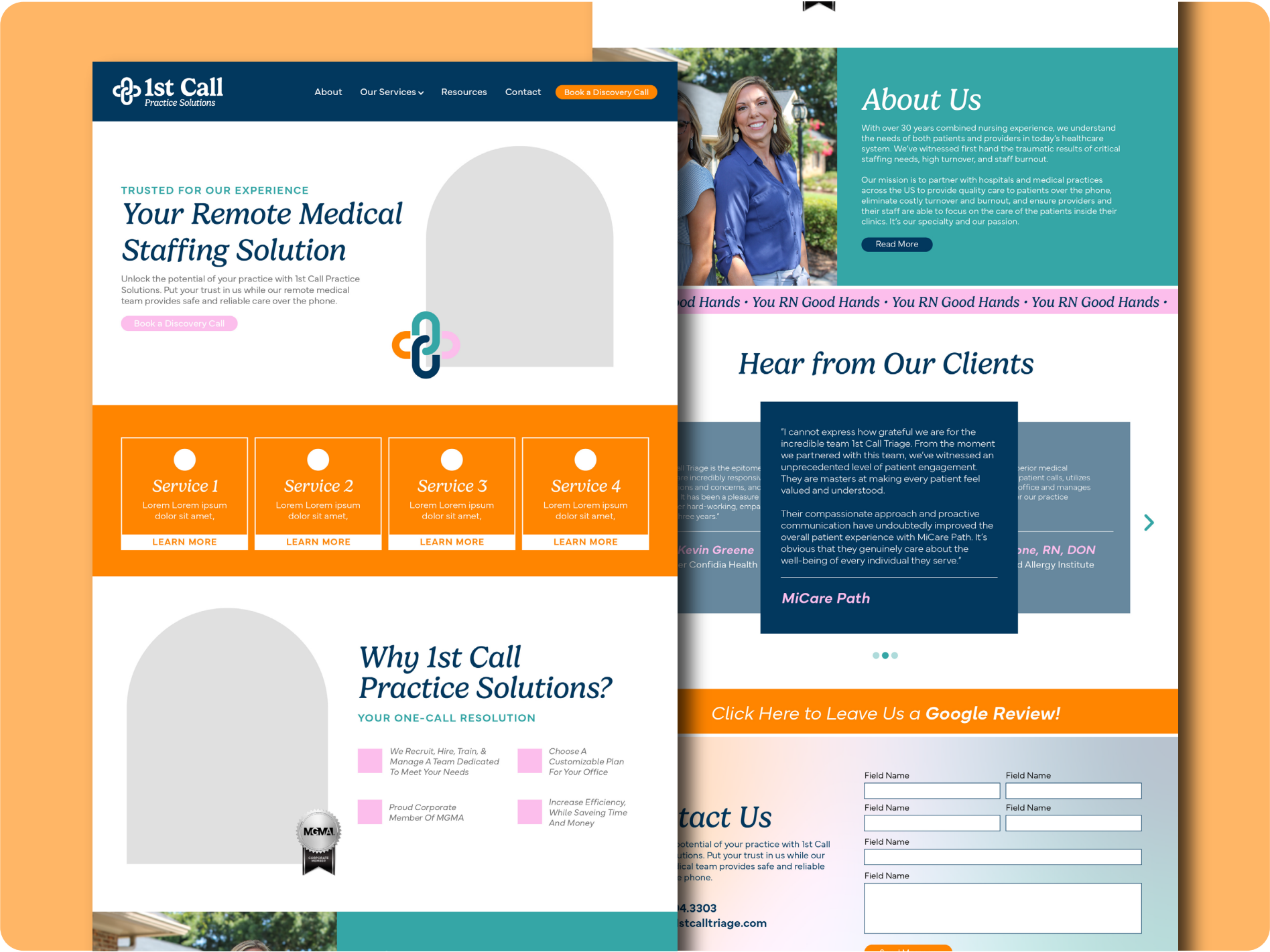
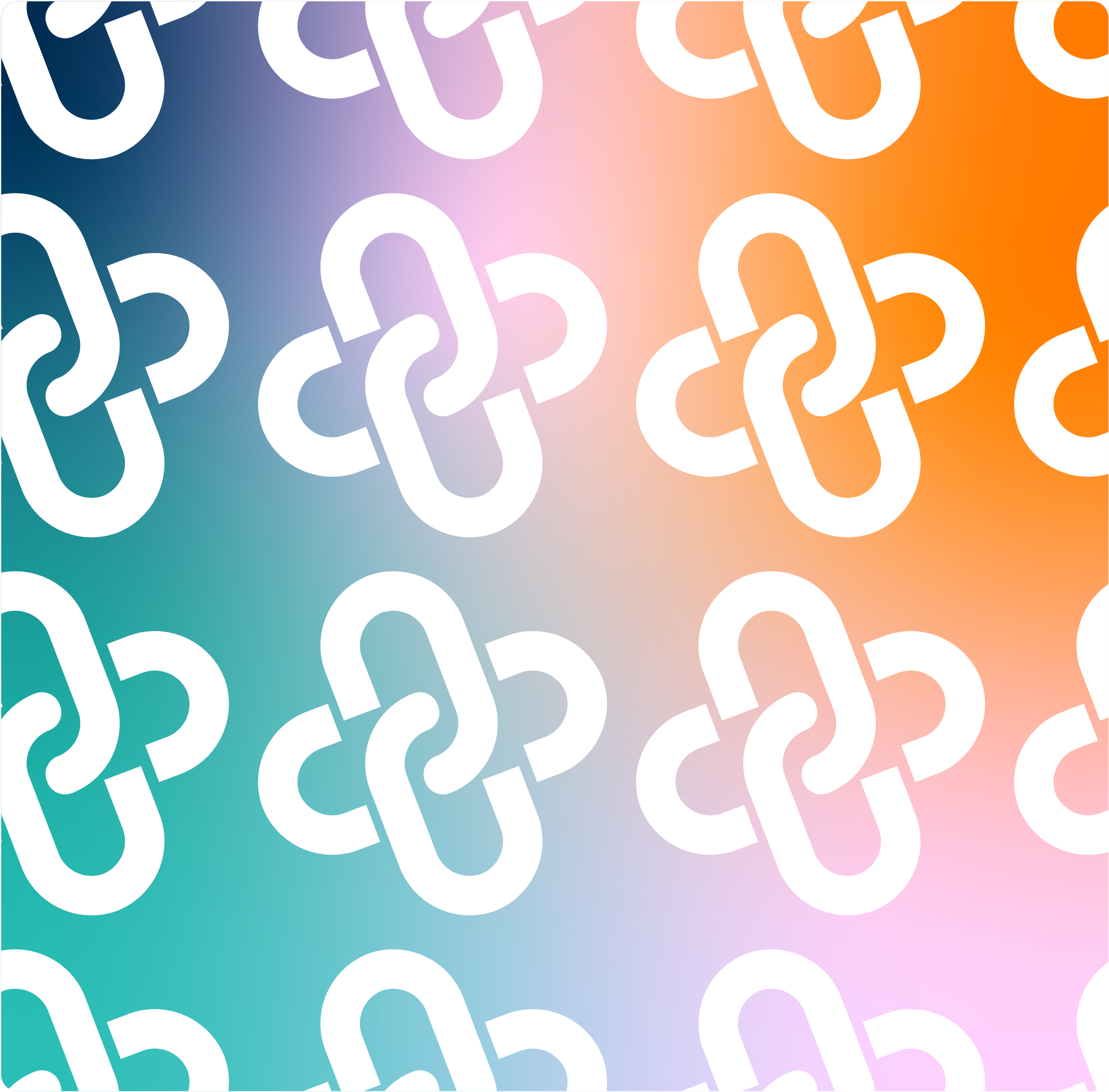
Soft Pink

#FCBEEC

Bright Orange

#FF8500

Brand Application





Remote Medical Staffing Solutions

Unlock the potential of your practice with 1st Call Practice Solutions. Put your trust in us while our remote medical team provides safe and reliable care over the phone.

Our Services

Telephone Triage

Enhance patient care with quick, expert guidance during office hours.

Back Office Services

- Medication Refill Lines
- Prior Authorization Processing
- Medical Indexing

Front Office Services

- Appointment Scheduling
- Insurance Verification
- Virtual Administrative Assistants

RPM & CCM

Improves patient outcomes and generates revenue for physician practices.



You RN Good Hands

1stCallSolutions.com | 864.626.6065
Info@1stCallTriage.com

Our Mission

At 1st Call, our mission is to support medical practices by offering a remote team of skilled professionals who improve operational efficiency, minimize costly turnover, and enhance patient care.

We are committed to building trusted partnerships that enable practices to focus on what truly matters – providing excellent patient care.

Our Core Values

01

Experience

We provide skilled healthcare professionals who adapt to each practice's unique needs.

02

Care

Our team fosters trust, respect, and empathy in every interaction.

03

Excellence

Improving patient outcomes, and enhancing the healthcare experience for all.

04

Efficiency

We streamline processes and provide reliable staff, letting healthcare teams focus on care.



1stCallSolutions.com | 864.626.6065
Info@1stCallTriage.com

The Missing Link to Your Practice's Success!



129 Starrwood Drive
Starr, SC 29684

Thank you

WE MAKE A GREAT Pair

Thanks for visiting our booth! Enjoy one sock as a token of appreciation—we'll mail the other to complete the pair.

Like our socks, 1st Call Practice Solutions is the perfect match for your medical practice's call center and staffing needs!





