

InterSolve
Staffing Solutions

InterSolve



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Primary Logo

The full wordmark with tagline lockup is the primary logo element for the InterSolve brand. The primary logo should never be redesigned using another typeface or substituted for an alternative text lockup. The InterSolve full name and tagline lockup are designed using specific proportions, and alternative fonts should never replace the design as shown here.

InterSolve

Secondary Logo

As a secondary logo lockup, the wordmark InterSolve may be used in solidarity, whenever space constraints disallow from using the full name. Never to be seen as a lockup with the icon itself, this wordmark should stand alone to represent the brand. The wordmark InterSolve should never be created using a different typeface or re-designed in any other way.



Icon

The icon mark for InterSolve takes the brand's initials and transforms them into a partial heart, with a little bit of a smile, and the hint of a medical stethoscope. Not intended to represent one object in particular, this unique mark showcases the approachable qualities of the InterSolve brand through its whimsical nature. Never to be seen in conjunction with the primary lockup, this mark solely represents InterSolve, while still being uniquely recognizable to the brand.

[Clarendon on MyFonts](#)

Clarendon

AaBbCcDdEe

Clarendon should be used for headlines and large statement copy only.

[Sofia Pro on Typekit](#)

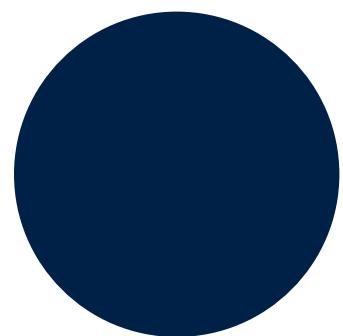
Sofia Pro

AaBbCcDdEe

Sofia Pro should be used for all body copy and is the primary type choice for the InterSolve brand.

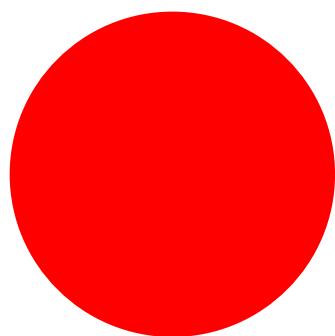
Typography

Clarendon and Sofia Pro are the only two typefaces that can be used to represent the InterSolve brand. Clarendon is a classic slab-serif typeface that was designed originally for the use of large print text on poster design. Offset by a more contemporary counterpart, Sofia Pro is a modern typeface created for wide-scale global communications through its' versatile shape and approachable design.



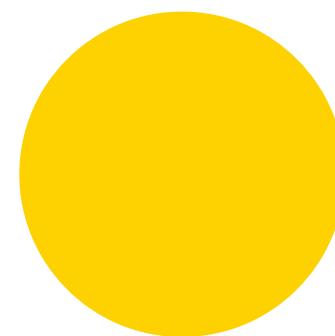
Blue

C100 M82 Y10 K64
R0 G33 B71
HEX #002147



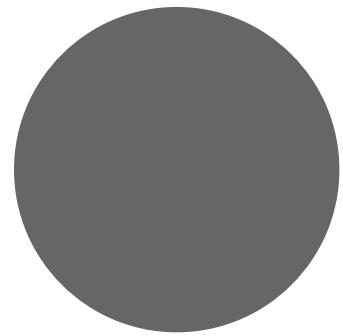
Red

C0 M100 Y100 K0
R255 G0 0
HEX #FF0000



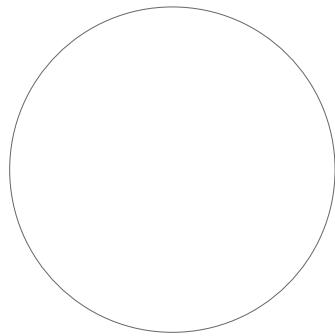
Yellow

C0 M10 Y100 K0
R254 G209 B0
HEX #FED100



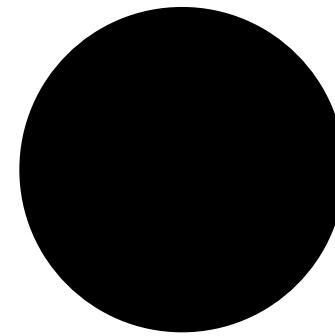
Gray

C0 M0 Y0 K60
R102 G102 B102
HEX #666666



White

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



Black

C0 M0 Y0 K100
R0 G0 B0
HEX #000000

InterSolve

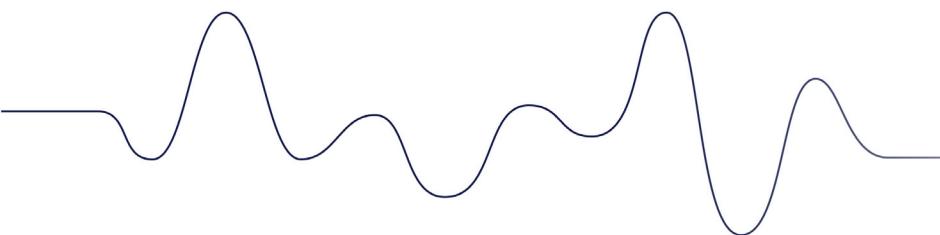
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Sample Stationary



Emergency Department Proposal Template

First Name, Last
Date 01/01/2018

InterSolve Staffing Solutions

Emergency Department and Why is it so Important?

We focus on the foundational elements required to establish a department culture. Whether you are aware of it or not, your department already has a unique subculture within your organization. It could be harmonious, or it may have some dysfunction. Your emergency department culture is the sum of its leadership, core values, attitudes, and behaviors, shaped by the environment your team works in each day, the way they treat each person they interact with, and how engaged and personally invested they are in the success of the emergency department.

It's not just a matter of "culture change" though. Maybe you think culture is just a nice-to-have aspect of a workplace that is often put on the back burner in favor of top priorities delivering effective, high quality care. However, a paper outlines why that perspective is flawed, because, in reality, organizational culture is the foundation upon which all future improvement builds. As providers have increasingly embraced and promoted in their work such as Simon Sinek's Golden Circle philosophy to work to inspire and move others and boost the morale of patients and health systems. When you look at the culture, you see a culture that not only patient and provider satisfaction, but also quality and efficiency across the board.

Though emergency department culture impacts every aspect of department performance, from patient satisfaction scores to operational efficiency, it is most influential on provider satisfaction. Satisfied providers are crucial to operating a stable, effective emergency department and reducing provider turnover. As we face an industry-wide provider shortage of nearly 100,000 doctors by 2030¹, provider turnover is a pressing concern. Furthermore, provider satisfaction has a direct impact on burnout rates. Of the physicians working today, 46% overtly identified as feeling burnout in 2015 (up from 40% in 2013²). This high demand increases physician mobility and empowers burnt out providers to leave negative work environments. Emergency departments with an unsatisfactory culture can incur costs of \$50,000-\$600,000³ in recruiting,