



Dr Prav Solanki

CEO,
The Fresh UK

Biography

Dr Prav Solanki graduated from the prestigious University of Oxford, having studied Medicine, followed by a PhD in Pharmacology before venturing into dental business growth.

He combines his role as a marketing scientist and the owner of multiple dental practices to craft impactful marketing campaigns and unique patient journey experiences to optimise growth and customer experience. He's worked with over 500 independent clinics, and several corporate dental groups to help elevate their patient journey, marketing campaigns and impact growth.

He is a director of IAS Academy and founder of The Fresh marketing and growth consultancy. His newest venture, Leadflo®, exemplifies the depth of his expertise. This cutting-edge platform harnesses the power of machine learning to drive conversions and patient-centric lead management.

Prav is our guest speaker on the ClearCorrect Level 1 Accreditation Course, hosting two study clubs covering:

Session 1

- Setting the scene for growth - what to measure and what success looks like
- The Patient Journey and understanding the steps
- Google Reviews & how to get them - a strategy and framework
- Marketing Strategy - Overview of easy to implement campaigns

Session 2

- The sales process & long term follow up
- The new patient consultation
- How to use storytelling
- Using Loom to elevate acceptance rates

