

## InterAct LifeLine founder Carolyn Bradfield turned grief into purpose, transforming a technology company to take on the opioid crisis



### **A Charmed Life?**

The headline might read, “Small Town Girl Becomes Successful Technology Entrepreneur.” To the outside world, it looked like I had a charmed life with a handsome husband, 2 children and a successful career. I became known as a technology pioneer in the conferencing industry, founded and sold 4 successful businesses. But the life I built was forever changed by the disease of addiction.

### **A 15-Year Struggle**

At age 14, my daughter Laura began to abuse substances embarking on a 15-year journey through the world of addiction that would see both mother and daughter fight to find a way to achieve recovery, only to end up in a vicious cycle of treatment and relapse. I divorced my husband of 17 years who sank into the depths of alcoholism, eventually taking his life at age 56.

### **The Knock at the Door**

Just before Christmas in 2017, the knock on my door came that every mother of an addict dreads. Laura had overdosed, she was in the ER and on life support. Two days later, the machines were turned off and the tubes removed, and Laura slipped away.

### **Turning Grief into Purpose**

During those agonizing hours in the hospital, one of Laura’s friends in long-term recovery, told me that we were “in a position of privilege.” We had a story to tell that could help other families avoid the pain of addiction and overdose.

At that moment, I committed to turn my grief into purpose, share my story, and find a way to change how people view the risk of addiction. We needed to find a way to help prevent the onset of addiction and find ways to treat this chronic disease to help people find a way to return to wellness and recovery.

### **Addressing the Crisis**

Individuals **relapse at a rate of 85%** within a few months following addiction treatment, with alarmingly high numbers ending in overdose death. Research tells us that if you can stay connected to treatment longer, to support communities and to families, then relapse can be reduced, and lives saved.

### **Technology Is the Key**

In my business career, I pioneered technology services that transformed business processes. Medical care is already transforming traditional patient outcomes but using technology to automate how addiction patients could reduce relapse and achieve recovery is not being used universally.

I knew that the technology I had built in my company Convey Services could be repurposed to fight the opioid epidemic, educate others on the risks, and improve treatment outcomes. From that insight, I refocused my company, creating InterAct LifeLine. It’s a turnkey solution to leverage technology to keep clients connected, educate and engage families, reduce relapse and help parents better protect their children.

**InterAct** partners with treatment programs, helps them serve their clients with a technology-driven aftercare program and gives them a turnkey family support solutions. We offer a prevention process for parents called **SafetyNet** to get out in front of those that may develop the disease.

Addiction is a chronic disease that requires long-term management. We must rethink the way we treat those individuals along with helping families that are also struggling, reducing the stigma, changing outcomes, and returning people to health and wellness.