

**Carolyn Bradfield, CEO of Convey Services Guest Expert  
On The Syndicated Radio Show "This Just In"**

**Atlanta, GA – June 8, 2015** – Today, Carolyn Bradfield, CEO of Convey Services was the guest on the syndicated radio show "This Just In" hosted by Justin Barnes on the Healthcare Radio network. During the half hour interview, Barnes and Bradfield discussed entrepreneurship, focusing on strategies for success in today's business climate.

Barnes described Carolyn Bradfield as "a Catalyst for Entrepreneurial Growth." When asked the question, "What are the critical components that an entrepreneur should think through before launching their own business venture?" Bradfield responded:

"People need to ask themselves, do you have the personality type, risk tolerance, work ethic and the desire to really do this? You have to look inward and say, 'Am I that person who can tolerate risk.' Am I that person who can accept accountability? Am I that kind of person who is passionate? Can I be independent? If they can't get past that, then entrepreneurship will seem very glamorous from the outside, but once they get in it they will recognize that they are not personally wired to do it. The second consideration is, is this a good time in their life when they can afford to do it?"

"I started life as a teacher. Anyone who is driven to teach is driven to coach, develop and mentor young people," said Carolyn Bradfield. "I have two passions, working with women to help them find success in a career so they stay independent, make good life choices and can realize their potential. The second is young people. They come out of college and are ill equipped for the business world."

To hear the complete interview visit:

<http://www.healthcarenowradio.com/download/this-just-in-june-8-2015/>.

**About Carolyn Bradfield**

Carolyn Bradfield is a seasoned CEO with 5 successful start-up ventures, 4 self-financed with all 4 achieving profitable exits and strong returns for investors. A pioneer in the conferencing industry, Bradfield founded several of the industry's largest and most successful conferencing technology providers. Since 1991, she has been a driving force behind the adoption of innovation in the conferencing industry leading with the creation of a fully automated conferencing experience for customers. She co-founded InterCall in 1991.

**About Justin T. Barnes**

As a healthcare innovation executive and strategist, Justin is a corporate, board and policy advisor who also serves as an Entrepreneur-in-Residence with the Georgia Institute of Technology's Advanced Technology Development Center ([ATDC](#)). Justin mentors and provides strategic entrepreneurial advice as well as key business connections to help grow a wide range of organizations including healthcare and IT companies, industry collaboratives, health systems and physician practices. In addition, Barnes is Chairman Emeritus of the [HIMSS Electronic Health Record \(EHR\) Association](#), as well as Co-Chairman of the [Accountable Care Community of Practice](#) where he assists both organizations with industry strategy and leadership. Justin is the host of the weekly syndicated radio show "[This Just In](#)" on Healthcare Radio.

**About Healthcarenowradio.Com**

HealthcareNOWradio.com is an Internet radio station operated and produced by Answers Media Company LLC. The site debuted in February, 2012 at the HIMSS Conference in Las Vegas. The station offers interviews, commentary and speeches from industry leaders in healthcare and health information technology.

**About Convey**

Convey is a cloud-based platform that hosts and delivers content, training & events and generates revenue from subscriptions, purchases or advertising. Convey Channel Programs connect suppliers to revenue producers in indirect distribution channels providing access to product information and training, creating calls to action and driving revenue. Convey's Platform as a Profit Center (PaaS™) generates revenue from supplier subscriptions, membership fees, advertising revenue, and ecommerce. Cloud Conventions™ are virtual expos managed entirely on the Convey platform. Unlike traditional trade shows, a Cloud Convention is easy and inexpensive to manage, can run for any length of time, requires no travel and can be attended 24/7.

Convey launched its first Channel Program in 2014 to master agents and their suppliers in the telecommunications and cloud industry and then to insurance master agency networks. Platform as a Profit Center (PaaS) launched to the foodservice industry in 2015. The first Cloud Conventions Virtual Expo was held in March 2016 in the telecommunications and cloud space. Licensing opportunities are available in select vertical markets. For information visit [www.conveyservices.com](http://www.conveyservices.com), [info@conveyservices.com](mailto:info@conveyservices.com) or call 888-975-1382.

Press Contact:

Bruce Ahern — (770) 580-0810

[bahern@conveyservices.com](mailto:bahern@conveyservices.com)

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