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Michael Burcham Launches Narus Health

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Michael Burcham, veteran entrepreneur and former CEO of the Nashville Entrepreneur Center has launched his new health care company, Narus Health, focused on improving treatment for terminally ill patients.

Narus Health will begin working with patients as soon as they are diagnosed, helping them develop a plan that is most tailored to their needs, Burcham said. They will assess treatment options, costs, available resources, potential symptoms and outcomes.

"We intentionally focus on making sure this individual has knowledge and choice," Burcham said. "We want them to understand all their treatment options, what they cost, what is covered under their benefit plan."

Narus Health marks a shift in focus for Burcham whose previous companies have focused on physical rehabilitation services and disease management. He sold his most recent company, ParadigmHealth, in 2007 before becoming the founding CEO of the Entrepreneur Center in 2010.

Through Narus Health, Burcham seeks to make sure patients and their families are able to make informed decisions about their health that align with how they want to spend their days.

"We want to make sure we restore the part of health care where the quality of your life matters a lot," he said. "That you are not just going from treatment to treatment, but you are actually getting to live, even with a terminal disease."

Burcham began developing the concept a year and a half ago when a close friend battled cancer. He thought there had to be another way to help families and patients navigate these difficult decisions.

Narus Health, which includes 16 people, will offer a support team to each patient that is available around the clock. The company employs physicians as employees and contractors. Burcham said the company will be headquartered in Nashville will set up regional offices around the country that will include call centers and nurse practitioners in the field. Narus will partner with insurers and employers.