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Michael Burcham Reveals His New Gig

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For the past five years, Michael Burcham was Nashville's go-to expert on entrepreneurship, leading the creation of the Nashville Entrepreneur Center and shepherding aspiring company builders through the rocky waters of launching their own ventures.

He's now back in those waters again, with \$30 million in capital available to finance his new company, Narus Health. Starting with cancer, the company will use a value-based care model to help terminally ill patients determine the best treatment option to maintain the quality of life they want.

It's not the first health care company Burcham's built. Before running the Entrepreneur Center and after working for Nashville giant HCA Holdings Inc. early in his career, Burcham launched three companies, selling two in successful exits.

With a resume like that, it's safe to say there are high expectations for what Burcham will do next.

"Of course, I feel pressure," Burcham said when asked about those stakes. "But I will tell you the pressure I put on myself is far higher than the pressure somebody puts on me."

And unlike many of those entrepreneurs he helped at the Entrepreneur Center, Burcham said he has the wisdom of years of experience to overcome any "roadblock" that gets in his way.

"I'm 30-some years into this, and the one thing I know is it never goes according to plan," Burcham said.

Parts of Narus' model are similar to Burcham's last company, ParadigmHealth. Narus will partner with insurers and employers and use data to determine which patients would benefit most from their service.

But Burcham says this endeavor is fundamentally different than anything he's done, and not a business he plans to scale and sell a few years down the road.

"This is the most important thing I've ever done," Burcham said.