

What is the Recuro Health Founding Story?

The story of Recuro Health begins in 2021, with a vision to reshape healthcare. Founded by Michael Gorton, Allison Martin, and John Halsey, the company emerged from a shared desire to create a more patient-centered and accessible healthcare experience. This marked the genesis of a company focused on telehealth and virtual care.

Michael Gorton, known for his pioneering work as the founding CEO of Teladoc, brought invaluable experience to the table. The founders' personal experiences with the healthcare system fueled their ambition to build a platform centered on preventive care and patient empowerment. This led to the development of a comprehensive virtual care platform, offering a range of services.

The core idea behind Recuro Health was to combine telemedicine, remote monitoring, and personalized care plans. This innovative approach aimed to deliver high-quality care remotely, reducing the need for in-person visits and improving health outcomes. Recuro Health's initial offerings included primary care, behavioral health services, at-home testing, and genetic screening. For more insights, explore the [Marketing Strategy of Recuro Health](#).



Michael gorton

Dallas

[recuro health](#)

CEO

Our quarterly Director Spotlight is with Michael Gorton. An author, advisor, CEO, and serial entrepreneur, Michael has founded several companies, including Teladoc and Recuro Health. Michael was recently [awarded](#) EY's Entrepreneur Of The Year® 2022 Central Plains Award. We spoke with Michael about his entrepreneurial journey and the future of telemedicine.

You have founded 14 businesses in several very different sectors, more recently finding success in the telemedicine and digital health space. What is it about that industry that piqued your interest?

I love disruption, and healthcare lacks efficiency at every corner. This should make it an open field for innovation. Unfortunately, bureaucracy and resistance to change most often prevails. Ultimately finding success in the early years at Teladoc came after some epic and hard-fought battles against the status quo. I cannot even tell you how many times I was told I would go to prison if I built that company. Now, of course, it seems like such an obvious pathway for care delivery.

How do you build successful companies in so many different sectors?

I have been in telecom, energy, music, tech, adventure, space and healthcare. In a few (rare) cases, I have been the expert, but in most, I am surrounded by experts. Companies are built from ideas by people. My job has always been to find the right people, trust their skills, inspire their inner dreams, and find the tools they need to succeed. That formula works in any industry, in sports, and in life.

Recuro Health was recently awarded as a “Technology Pioneer” by the World Economic Forum. Can you share what Recuro is doing to revolutionize this space and how its approach to healthcare differs from the current industry standard?

Healthcare today operates on a reactive model. You get sick, you call a provider, and care is delivered. It seems simple, but costs are increasing double-digit percentages every year, and our friends and family are still being diagnosed with dangerous things that kill people. The next great trend in healthcare will be finding ways to be proactive and preemptive. Recuro has developed a platform that is designed to keep people healthy and to catch things before they become dangerous and expensive. In the early days of Teladoc, we envisioned a time when doctors would respond to patients in minutes for a fraction of the cost of an in-office visit. On that front, we succeeded. Now we envision a new plateau where we keep people healthy and catch things before they become life changing, or worse, fatal. Interestingly, those things, which we are now implementing, will have a similarly profound impact on longevity. In the next ten years, I hope to deliver a new healthcare engine which will make age 100 the new 30.

What trait or attribute do you think has benefited you the most in your career?

I still remember the first day of engineering school. The Dean said look left, look right; only one of you will be here at graduation. I graduated #32 in my class and was sandwiched between a valedictorian and a salutatorian. I survived the years of engineering school by working harder than everyone else, and being more creative. It turns out that those things work in life and business as well.

One of TBHF's core values is community. You serve on the board and as an advisor to several organizations in the Dallas / Fort Worth area. In your experience, how does community leadership go hand in hand with business leadership?

One of my first business mentors told me that he was helping me, in part because he liked me and what I was working on, but also because he understood the impact of those who had helped him. There is no way I would have reached the summits I have achieved without mentorship and support. About ten years ago, I began helping a young

entrepreneur who has grown into a better entrepreneur than me. Making the world a better place should be at the top of everyone’s list. The value of giving back is so much greater that the accomplishments we garner as an individual.

How do you define “excellence” in business?

I am addicted to finding ways to change the world. To do so requires a great team that holds similar perspectives. Businesses and companies are people. When we trust and inspire the people around us, there are no impossible tasks, and excellence becomes the norm.

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What are the key Milestones in Recuro Health history?

The history of **Recuro Health** is marked by significant achievements and strategic developments in the telehealth sector. The company has rapidly evolved, expanding its services and forming key partnerships to enhance its market position. This growth trajectory reflects its commitment to innovation and its ability to adapt to the changing dynamics of the healthcare industry. The company's journey showcases its resilience and its focus on providing accessible and comprehensive virtual care solutions.

Year	Milestone
Early Years	Recuro Health was established with a vision to transform healthcare delivery through virtual care solutions.
COVID-19 Pandemic	Launched a rapid COVID-19 testing solution, gaining significant traction among employers and government entities.
May 2023	Partnered with Ease, a benefits administration and HR software company, to extend its Digital Medical Home to over 3.4 million employees.
April 2024	Newsweek recognized Recuro Health among the 'World's Best Digital Health Companies.'
2024	Maintained consistent revenue growth for seven consecutive quarters, paving the way for profitable operations.

Recuro Health has pioneered several innovations, most notably its 'Digital Medical Home' care model. This model integrates advanced science, data, at-home diagnostics, and targeted genomics to inform integrated care, offering a comprehensive suite of virtual care services. The company's focus on integrating various healthcare aspects into a single platform highlights its commitment to providing holistic patient care.

What is the Timeline of Key Events for Recuro Health?

The [Recuro Health company background](#) shows a trajectory of rapid expansion and strategic development since its inception. From its seed funding round in March 2021 to its recent Series B financing in April 2023, the company has consistently attracted investment and expanded its capabilities through acquisitions. Key milestones highlight its growth in the telehealth and virtual care markets, including partnerships and leadership transitions, culminating in recognition as one of the 'World's Best Digital Health Companies' by Newsweek in April 2024. The company's focus on revenue growth and profitability, as demonstrated by seven consecutive quarters of revenue growth by December 2024, positions it for continued success.

Year	Key Event
March 2021	Recuro Health is founded and closes an oversubscribed seed funding round.
May 2021	Acquires SupDoc, an AI-enabled virtual health solution, to enhance its platform.
August 2021	Raises \$15 million in Series A financing led by ARCH Venture Partners.
March 2022	Closes a convertible note financing to support ongoing acquisition strategy and growth.
August 2022	Completes a Merger/Acquisition with Competitive Health.
April 2023	Closes a \$47 million Series B financing round, led by ARCH Venture Partners.
May 2023	Announces partnership with Ease, extending its Digital Medical Home to over 3.4 million employees.
June 2023	Michael Gorton transitions from CEO to a strategic advisory role, with Phil Fasano taking over as CEO and Chairman of the Board in July/August 2023.
April 2024	Recognized by Newsweek as one of the 'World's Best Digital Health Companies.'
August 2024	Completes an Early Stage VC funding round.
December 2024	Recuro Health reports seven consecutive quarters of revenue growth, positioning for profitable operations in 2024.