



Healthcare & Life Sciences Veteran Carl B. Derenfeld Joins MedSphere Corporation As Vice President, Strategic Solutions

MedSphere Corp., is a long-standing global Healthcare & Life Sciences firm, offering an integrated suite of strategy, competitive, market intelligence solutions

SKOKIE, IL, USA, December 14, 2017 /EINPresswire.com/ -- MedSphere Corporation, a long-standing, highly regarded, Healthcare and Life Sciences focused leader in the [strategy](#), [competitive](#), [market intelligence](#) space, announced that Carl B. Derenfeld, MBA, MSW, has joined the company as Vice President, Strategic Solutions.

“Carl will join our globally knowledgeable team, to deepen our already collaborative relationships with our prestige cadre of clients. He will focus on expanding availability of our customized suite of research and intelligence solutions, to meet the diverse needs of the stakeholders in the HCLS ecosystem. He will be listening for primary intelligence, mobile/enabled platform, conference coverage, strategic/tactical planning requirements, where innovative concepts can be created by our highly experienced development team. He will also collaborate with clients to further develop the concepts of Competitor Playbooks- Evergreen Planning To Enhance Competitor Advantage, and the Patient/Caregiver Psychosocial Journey- Marrying Clinical and Psychosocial Support”, said Hooman Bahmandeji, Founder and President, MedSphere Corp.

“Carl has become regarded for his ability to translate diverse nodes of information into actionable, market impacting insights. His 360-degree perspective, integrating quantitative and qualitative data, filtering/interpreting data into hotspots, continuities/discontinuities, reveal evidence-based concepts that are strategic, yet practical for tactical deployment, will be a benefit to our clients. With 40-plus years launching and defending brand assets, in diverse therapeutic areas such as: Blood Disorders, Cardiovascular, Dermatology, Gastroenterology, Hematology, Infectious Diseases, Metabolism, Musculoskeletal, Neuroscience, Ophthalmology, Oncology, Respiratory, Rheumatology, and Urology, will bring incremental depth and breadth of know how to our therapeutic area capabilities” Hooman added.

Derenfeld’s hybrid background integrates leadership, consulting, functional experience, allowing for connection of intelligence from a broad range of external and internal sources, fueling analytical techniques, facilitating evidence-driven decision making. His renaissance approach, focused on asset maximization, lifecycle management, resource allocation, enables clients to address their highest-priority challenges and opportunities. His balanced clinical and commercial perspectives, has allowed him to become a respected speaker, strategic workshop designer/leader, subject/industry matter contributor to journals/periodicals. He continues to push the envelope, to develop new planning concepts including Competitor Playbooks- Evergreen Planning To Enhance Competitor Advantage, and the Patient/Caregiver Psychosocial Journey- Marrying Clinical and Psychosocial Support.

Carl’s prior responsibilities cross for-and not-for-profit organizations, beginning as a clinical practice with the N.Y.S Division for Youth/Juvenile Rehabilitation Program. His strategy and intelligence background include Aurora WDC, Proactive Worldwide, Verix, Marketing Technology

Solutions/QualityHealth.com, AmericasDoctor/Essential Group CRO/Patient Recruitment, United States Pharmacopeia (USP)/Public Health Programs in Dietary Supplements, G.D. Searle/Monsanto, Boots Pharmaceuticals/Boots Company, Flint Laboratories/Baxter International, Health Systems Projects/Dimensional Marketing/Advertising, and Derenfeld Associates Healthcare Consulting.

Derenfeld holds an MBA from the J.L. Kellogg School of Management, Northwestern University, and an MSW from the Wurzweiler School, Yeshiva University, and a BA from SUNY StonyBrook.

“Our global ecosystem is becoming increasingly hyper-competitive, with incumbents and an increasing number of new entrants, all seeking financially attractive disease spaces, pathways, and solutions, to meet the unmet clinical and psychosocial needs of patients, caregivers, providers, payers, PBMs, channels, and IDN's. As we have witnessed with recently announced M&L activities and fundamental market shifts, the focus continues to be on cost-effectively merging both ends of the spectrum – clinical/development/science, with key commercial trends/drivers to increasing access and local availability, harnessing cost, improving real-world outcomes”.

“Changing market behaviors, such as competitors forging development alliances with prior/current competitors, trial database sharing, expanding regulatory pathways to quicker approval, new go-to-market rules of engagement, are changing the stakes, and the potential rewards. As we continue to focus on a smaller number of TA's of financial attractiveness, yet, denser levels of competitiveness, new entrants, incumbent defenders, all types of companies are challenged to create evergreen plans, increasing the need for innovative decision-enablement processes and reporting systems. We have a higher level of responsibility, to being more vested in our client's business, earning trusted advisor status, not just being a vendor, and/or reporting information, but delivering a fully prioritized view of the threats and opportunities, allowing clients to prioritize investments in initiatives that enhance business success”.

“I am excited to be joining the MedSphere team and to be collaborating with Hooman again. We collaborated on a number of successes at G.D. Searle. MedSphere has a distinguished heritage with our existing global client roster, a highly dedicated, experienced, and talented team, all having focused their careers in the HCLS space. In our quickly transforming ecosystem, I believe a singular HCLS focus, subject/industry historianship, and an innovative, integrated suite of products, programs, and services, provides a multidimensional advantage to our clients and prospects. I believe, that we have a solid foundation, from which to deepen our relationships, enhance client experience, while listening to/for our clients, increasing our suite of offerings to meet their needs in the broadening HCLS ecosystem.” Carl offered.

MedSphere Corporation:

MedSphere Corporation, is a long-standing, highly regarded leader in HCLS intelligence, marketing/sales strategy, tactics, technology assessment/commercialization, product go-to-market, science-driven branding, international regulatory matters, e-strategy, and basic science/clinical medicine. Deploys diverse clinical & commercial research methodologies, evidence-based analysis, providing story lines that answer and key business questions, and provide context. Provides historical & current insights for in-market TA's, drug development, clinical trials/recruitment, data, regulatory timelines, KOL & institutional access, insurance/payer/PBM, channel related topics. Integrated portfolio of research methodologies, platform of enabled, mobile solutions, conferences, workshops/simulations, puts intelligence at the fingertips. Prestige clients span HCLS ecosystem: biopharmaceutical, medical device, insurance, payer, PBM, sites, channels. Global HQ in Skokie, IL., staffing in world areas, providing comprehensive services in US/NA, Europe (including Eastern Europe), LATAM, Asia. Network of scientific/commercial allies assure language, custom, relationship, ethical, in-country research.

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