

## CCRC Recapitalized by Martis Capital Via Its Newly Formed Clinical Research Site Platform, Alcanza Clinical Research



The highly fragmented and rapidly-consolidating clinical research site industry represents a ~\$21B global market; nearly 400,000 studies are conducted annually. After the global pandemic further highlighted the importance of clinical research and trials, the market demands more efficient and diverse patient recruitment across a broad range of therapeutic areas and patient populations.

Coastal Carolina Research Center (CCRC) performs clinical research trials at its dedicated medical research facility in North Charleston, SC. The company provides access for thousands of Charleston Lowcountry citizens who are interested in volunteering for and participating in clinical trials and research

studies that focus primarily on “outpatient” studies in multiple therapeutic areas and diseases. CCRC’s access to diverse patient populations made them the ideal target for Martis Capital’s newly formed clinical research platform, Alcanza Clinical Research.

Crosstree’s expertise in both the clinical trial site and pharmaceutical services industry helped the firm advise CCRC in identifying Martis as the ideal transaction partner. The resulting recapitalization will enable CCRC to accelerate growth and expand service capabilities as part of the newly formed Alcanza platform. This will allow CCRC to better serve patients, sponsors, and CROs.

**Crosstree helps clients identify optimal transaction partners to accelerate growth and enhance value for all stakeholders.**

## ABOUT CCRC

### COASTAL CAROLINA RESEARCH CENTER

Founded in 1997, Coastal Carolina Research Center (CCRC) performs clinical research trials and investigational drug studies that help advance medicine and improve lives. CCRC is a locally owned “dedicated” medical research facility focused on conducting clinical trials on behalf of pharmaceutical companies, Contract Research Organizations (CROs) and other Sponsors.

CCRC provides access for thousands of Charleston Lowcountry citizens who are interested in volunteering for and participating in clinical trials and research studies.

## ABOUT MARTIS CAPITAL

### MARTIS CAPITAL

Based in San Francisco, CA and Washington, DC, Martis Capital is a team of investment professionals who share a passion for helping build companies that seek to improve the quality of care and address the complex challenges facing the healthcare industry today. Martis seeks to identify exceptional investment opportunities and achieve shared growth objectives with founder-led companies and management teams. Martis Capital manages more than \$2 billion of equity capital and is currently investing out of its fourth fund.

### CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER — BY THE NUMBERS AND BEYOND — IS CROSSTREE'S SPECIALTY.

Crosstree's [proven track record](#) of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading health science experts today.



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