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NZ-based P3 Research secures investment from Genesis Capital to accelerate expansion

December 23, 2022 | News

With sites in seven locations throughout New Zealand, P3's clients range from large multi-nationals to small biotechs globally



P3 Research, a leading New Zealand (NZ) clinical trials site network with seven locations across New Zealand, has taken on healthcare specialist private equity firm Genesis Capital as an investor.

P3 is one of New Zealand's largest clinical trials site networks focused on recruitment excellence, high-quality data and streamlined processes in phase two and three trials for global pharmaceutical sponsors and contract research organisations (CROs). With its significant site network, P3 is well known amongst sponsors for its ability to provide patient recruitment from a diverse cross-section of the country, while also granting New-Zealanders across the country access to medications that would otherwise be difficult to find or expensive.

The investment builds on Genesis's backing earlier in the year into bioanalytical laboratory Crux Biolabs, as part of continued focus by the fund on high-potential clinical trials services businesses in Australia and New Zealand,

The contract research sector has seen accelerated growth across the region in recent years thanks in part to the importance placed on community-based trials such as those conducted at P3 clinics for bringing breakthroughs quickly to the global market.

Alongside expansion plans, the investment from Genesis will also focus on enhancing technological and patient recruitment capabilities for P3 to further cater to the increased global demand from CROs and sponsors in need of high-quality clinical trials.