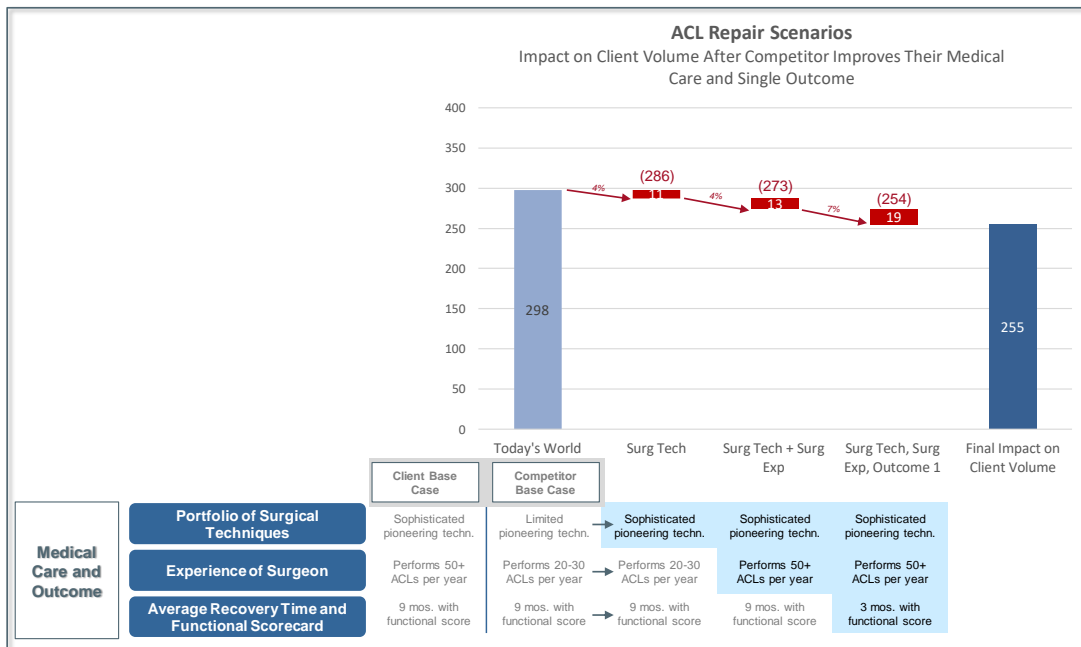


- The overall lift by improving Average Recovery Time, Expected Return to Sports and Expected Likelihood of Arthritis is estimated to be 26%
- Most of this volume increase is from improving the Expected Return to Sports
- The least, but still positive, influence on behavior is decreasing the Likelihood of Arthritis



- The overall decrease in volume demanded after the competitor improves their Portfolio of Surgery Techniques, Experience of Surgeon and Average Recovery Time is 13%
- Most of this volume decrease is from the competitor improving their Average Recovery Time
- Both Portfolio of Surgery Techniques and Experience of Surgeon created a 4% decrease in volume demanded