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to uncover and translate the voice of the customer.

Edwards LifeSciences: Transcatheter Aortic Valve Implantation Product Attribute Study Report

Prepared for: Edwards LifeSciences
Date: July 2011

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EDWARDS 02186714

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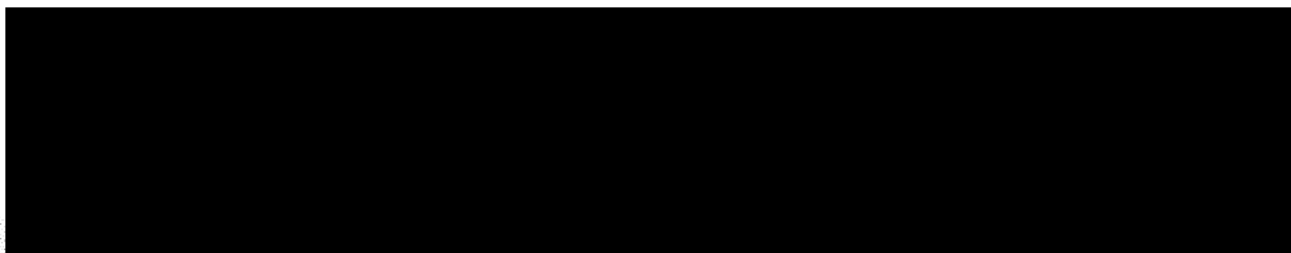
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Executive Summary CRQ and Research Process

Central Research Question:

Quantify interventionalists' and surgeons' preferences to guide Edwards's product roadmap for its valve offering

Project Research Steps



Executive Summary TAVI Procedure Overview

**Procedural
&
Demographic**



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Executive Summary

TAVI Device: the most important attributes are:



Minimum Acceptable
Attribute Levels



To succeed in
the market, a
TAVI device
must meet
minimum
acceptable levels
for important
attributes

Neutral



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