argenx CROSS-FUNCTIONAL CUSTOMER ENGAGEMENT "XFTengage" TOOL

The Challenge

300+ field-based employees across 9 cross-functional roles sought clearer definition of responsibilities and collaboration points

Need for strengthened communication to deliver optimal patient and HCP experiences

Complex team dynamics with distinct roles requiring enhanced understanding of patient/HCP pathways

The Solution
Interactive Web-Based Tool

Visual mapping of roles and responsibilities throughout patient journey

Identification of **collaboration opportunities** and challenges

Designed for **accelerated learning** and strategic planning

Continuous update capability for evolving needs

Strategic Partnership

Needs Assessment
Employee interviews to gather specific feature requirements

Collaborative Design
Stakeholder involvement throughout development

Technology Selection
Joint decision on Adobe Experience Manager platform

Iterative Development
Alpha version testing with overwhelmingly positive feedback

IMPACT!

| Accelerated onboarding for new hires | Enhanced cross-functional team collaboration | Improved customer engagement and service delivery | Strategic alignment across all departments | Better achievement of "reach patients through innovation" mission |

Key Success Factors

- ✓ Open stakeholder communication
- ✓ Learner-centered design approach
- ✓ Flexibility and adaptability
- ✓ Commitment to continuous improvement
- ✓ Focus on quality over speed

xft engage
Navigate with Clarity, Collaborate with Confidence

argenx

woven health collective™

LTEN EXCELLENCE AWARDS
Technological Innovation
2025 WINNER