# How CollaborateMD's custom reporting helps Journeys Through Search maximize ROI

**Journeys Through Search** leverages CollaborateMD's custom data and real-time reporting to gain a competitive edge. "From one 30-minute call, CollaborateMD's team showed me how to collapse tens of thousands of data rows, making my reporting 90% more efficient," says Johnny Gallo, CEO of Journeys Through Search.

## Overview

Most users of **CollaborateMD** are medical billers or healthcare providers, but we also serve companies with unique needs for user-friendly data evaluation and real-time reporting in addition to billing solutions. This is the case for the marketing experts at Journeys Through Search (JTS).

CEO Johnny Gallo says JTS serves its clients by creating high-volume, high-revenue, cost-efficient campaigns—all built on rapid data interpretation. CollaborateMD's highly detailed and customizable reports are key for Gallo and his clients.

# Solutions

### ✅ The power of knowing when coding and billing is off

One of Gallo's challenges is to keep ahead of potential problems. When telehealth became more popular during the pandemic, CollaborateMD's data immediately drew attention to improper coding and billing which was leading to massive revenue loss. "It might have been six to twelve months before it was caught, but we were alerted to it almost immediately and were able to address it right away." The catch likely saved Gallo millions in potential lost revenue.

That's what good data can do for you. "I've always believed that bad data leads to bad decisions, and that's where CollaborateMD helps me the most ," says Gallo.

### ✅ Customized reporting and personalized support

From report generation and data cleanup, to compliance and collections, Gallo appreciates the partnership he gets with CollaborateMD. "I know that when I need data to provide me with some answers," says Gallo, "my contacts at CollaborateMD are more than willing to roll up their sleeves and figure out a custom report that will benefit us. It's not 'set it and forget it' because the support is always there. If we should ever run into a data bottleneck, I know that I can reach out and get it fixed instantly. From one 30-minute call, CollaborateMD's team showed me how to collapse tens of thousands of data rows, making my reporting 90% more efficient."

### ✅ Healthcare experience and HIPAA compliance

Gallo emphasizes that while other software tools may be useful, they are not necessarily HIPAA compliant, which can pose a challenge. When you partner with a software provider who has expertise in medical procedures, coding, billing, and collections, it makes everything seamless. The key is to work with someone who goes beyond programming and demonstrates a deep understanding of how things work, how to stay compliant, and how to gain every possible competitive edge. That's CollaborateMD.

Gallo knows he can count on CollaborateMD for reliable information. "They make me look good for my clients, and they help me get it done right the first time, every time."

> "**I love CollaborateMD's application programming interface, and I always have a seamless experience dealing with their development team.**"
>
> — **Johnny Gallo,**
> **CEO of Journeys Through Search**

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Discover how practices and billing services are using CollaborateMD to streamline digital front and back-office workflows with intuitive patient scheduling, billing, and reporting tools to reduce administrative burdens and optimize revenue cycle.

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