Jennifer Varela, COC, CPC
Director of Reimbursement

Jennifer Varela is the Director of Reimbursement at Avania Clinical and has more than twenty years of experience in multiple facets of Reimbursement for professional, facility, medical device and durable medical equipment. As Director, Jennifer manages a department that works with multiple medical device companies within various medical specialties including cardiology, spine, neurosurgery, cranio-maxillofacial, ear-nose and throat and audiology to name a few.

Jennifer oversees Coding and Reimbursement Support lines. The service includes assistance with physician, inpatient hospital, outpatient hospital and ambulatory surgery center inquiries. Support provided encompasses coding (CPT, ICD-10-CM, ICD-10-PCS, MS-DRG, HCPCS), Ambulatory Payment Classification, Ambulatory Surgery Center payments, Medicare National Average payment rates, insurance coverage, billing and provider and patient support with prior authorizations and appeals.

Jennifer has been faculty on various educational coding, billing and reimbursement webinars and trainings. This includes private practice introductions to coding and reimbursement, specialty specific coding trainings as well as public webinars for medical device manufacturers in an effort to better understand how coding, billing and reimbursement play a role in patient access to new technologies.

Jennifer has been involved in the market research activities necessary to bringing new products to market. This has included the petitioning of new CPT codes from the AMA in order to initiate a methodology for reporting professional services. Additionally, Jennifer has petitioned to the Centers for Medicare and Medicaid Services and commercial insurance companies to successfully obtain coverage and adequate reimbursement of new technologies.

Jennifer is certified by the American Academy of Professional Coders in facility outpatient and professional coding. She is also certified in ICD-10-CM and ICD-10-PCS coding.

Jennifer is an Advisory Body Member of the ISASS Coding and Reimbursement Task Force. The Task Force is responsible for identifying coding and reimbursement issues that could potentially limit patient access to spine procedures, developing plans for advocacy, and assisting in the execution of these plans.