



## North Carolina State Hearing Aid Dealers and Fitters Board

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December 31, 2009

RE: "Audioprosthologist" and Amendment of  
Advertising Guidelines, Section L

Dear Licensee:

Please be advised that at its meeting on December 2, 2008, the North Carolina State Hearing Aid Dealers and Fitters Board ("Board") voted that it does not recognize the term "audioprosthologist." The Board has since learned that, due to an oversight, the relevant section of the Board's Advertising Guidelines, Section L, was not amended accordingly. The Board is rectifying this oversight and this letter shall serve as notice to you that, effective March 1, 2010, the Board's Advertising Guidelines, Section L, is amended to read as follows:

L. Advertising that contains the letters "NC" in combination with any other letters such as "HIS" or "HCP," following an individual's name, is considered by the Board to be misleading, unless there is an official North Carolina agency/organization that has a recognized credentialing or certification process. **Note: The Board considers that the credentialing or certification process involves more than just becoming a "member" of a North Carolina organization.** Furthermore, this Board's statute and rules do not grant a "title" to the individuals regulated by G.S. 93D, and the Board does not recognize the title "audioprosthologist." The Board does, however, recognize the occupational classification "Hearing Aid Specialist" or "Hearing Instrument Specialist." Such occupational classifications should always be written out, rather than using the letters "HAS" or "HIS" following an individual's name.

If you are using the title "audioprosthologist" in any of your advertising, including your letterhead, you should take all necessary steps to ensure that this title is removed from your advertising before March 1, 2010.

Sincerely yours,

NORTH CAROLINA STATE HEARING AID DEALERS AND FITTERS BOARD

A handwritten signature in black ink, appearing to read "Johnnie Sexton", with a long horizontal line extending to the right.

Johnnie Sexton, President

cc: Sharon S. Acree, Assistant Attorney General  
and Counsel to the Board