

**WEST VIRGINIA  
SECRETARY OF STATE  
BETTY IRELAND  
ADMINISTRATIVE LAW DIVISION**

Form #3

**Do Not Mark In This Box**

2007 JUL 25 PM 3:26

OFFICE WEST VIRGINIA  
SECRETARY OF STATE

**NOTICE OF AGENCY APPROVAL OF A PROPOSED RULE  
AND  
FILING WITH THE LEGISLATIVE RULE-MAKING REVIEW COMMITTEE**

AGENCY: WV Board of Hearing Aid Dealers TITLE NUMBER: 8

CITE AUTHORITY: W. Va. Code 30-26-3; 30-26-14; 30-26-15

AMENDMENT TO AN EXISTING RULE: YES X NO     

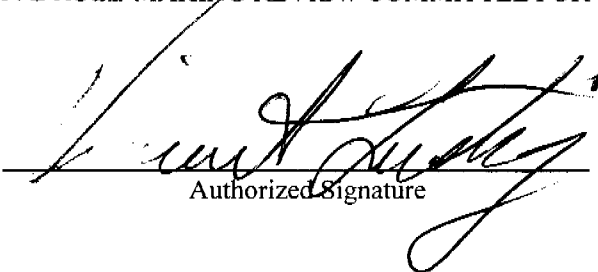
IF YES, SERIES NUMBER OF RULE BEING AMENDED: 1

TITLE OF RULE BEING AMENDED: Rule Governing the West Virginia Board of  
Hearing Aid Dealers

IF NO, SERIES NUMBER OF RULE BEING PROPOSED:     

TITLE OF RULE BEING PROPOSED:     

THE ABOVE PROPOSED LEGISLATIVE RULE HAVING GONE TO A PUBLIC HEARING OR A PUBLIC COMMENT PERIOD IS HEREBY APPROVED BY THE PROMULGATING AGENCY FOR FILING WITH THE SECRETARY OF STATE AND THE LEGISLATIVE RULE-MAKING REVIEW COMMITTEE FOR THEIR REVIEW.

  
Authorized Signature

\$5.40

## QUESTIONNAIRE

*(Please include a copy of this form with each filing of your rule: Notice of Public Hearing or Comment Period; Proposed Rule, and if needed, Emergency and Modified Rule.)*

DATE: July 25, 2007

TO: LEGISLATIVE RULE-MAKING REVIEW COMMITTEE

FROM: (Agency Name, Address & Phone No.) WV Board of Hearing Aid Dealers

167 11th Ave., South Charleston, WV 25303

Phone: (304) 542-7595, Fax: (304) 558-8337

LEGISLATIVE RULE TITLE: Rule Governing the West Virginia Board of  
Hearing Aid Dealers

1. Authorizing statute(s) citation W. Va. Code 30-26-3; 30-26-14, 30-26-15

2. a. Date filed in State Register with Notice of Hearing or Public Comment Period:

June 22, 2007

b. What other notice, including advertising, did you give of the hearing?

N/A

c. Date of Public Hearing(s) *or* Public Comment Period ended:

July 24, 2007

d. Attach list of persons who appeared at hearing, comments received, amendments, reasons for amendments.

Attached \_\_\_\_\_ No comments received X

- e. Date you filed in State Register the agency approved proposed Legislative Rule following public hearing: (be exact)

July 25, 2007

- f. **Name, title, address and phone/fax/e-mail numbers** of agency person(s) to receive all *written correspondence* regarding this rule: (Please type)

Please send correspondence to the Board's Attorney General  
Representative, James "Jake" Wegman, State Capitol Complex, Bldg. 1,  
Room E-26, Charleston, WV 25305

Phone: (304) 558-2021, Email: jake.wegman@wvago.gov

- g. **IF DIFFERENT FROM ITEM 'f'**, please give **Name, title, address and phone number(s)** of agency person(s) who wrote and/or has responsibility for the contents of this rule: (Please type)

The Board passed the legislation at a regularly scheduled meeting.  
Assistant Attorney General James "Jake" Wegman assisted in the  
drafting.

3. If the statute under which you promulgated the submitted rules requires certain findings and determinations to be made as a condition precedent to their promulgation:

- a. Give the date upon which you filed in the State Register a notice of the time and place of a hearing for the taking of evidence and a general description of the issues to be decided.

N/A

b. Date of hearing or comment period:

N/A

c. On what date did you file in the State Register the findings and determinations required together with the reasons therefor?

N/A

d. Attach findings and determinations and reasons:

Attached N/A



# State of West Virginia

BOARD OF HEARING AID DEALERS  
DEPARTMENT OF HEALTH

167 - 11th Ave.  
South Charleston; WV 25303

(304) 542-7595

FAX: (304) 558-8337

---

## PROPOSED 2007 RULE CHANGES

### Introduction

The West Virginia Board of Hearing Aid Dealers (hereinafter "Board") is requesting changes to the Series 1 legislative rules, entitled *Rule Governing the West Virginia Board of Hearing Aid Dealers*. (W.Va. C.S.R. § 8-1-1 *et seq.*) The proposed changes clarify the obligations that licensed hearing aid dealers (hereinafter "dealers") must follow and the rights of customers. The Board studied laws and regulations from neighboring states in order to ensure that the proposed rules are in step with national norms.

Section § 8-1-7, "Matters to be ascertained by licensee prior to the sale of fitting or hearing aids" has been added to clarify advisements and other issues that must be discussed between the dealer and the customer prior to the sale of the hearing aid. These matters are very important to the consumer as they include medical waivers and warnings. The revision is needed because under current West Virginia rules, the required matters to be ascertained are confusing and scattered throughout various rules and the West Virginia code. The revision conveniently places all the matters to be ascertained in a comprehensive section of the rule which will simplify and clarify the hearing aid dealers obligations and the rights of the customer. If the proposed rule is adopted, the Board will create a model contract for distribution to dealers.

Section § 8-1-8.2 (i) and (j) have been proposed in order to require that the sales receipt contain an advisement that the customer can contact the Board or the WV Attorney General's Office if there is a problem with the hearing aid that the customer has not been able to resolve. Section (k) also requires that information about the right to rescind the purchase agreement must also be found in the sales receipt. Finally, § 8-1-8.5 has been added to clarify that the receipt represents the closing of a purchase and is not the proper place for the customer to be put on notice of the waivers and acknowledgments nor any other matter required to be ascertained before the sale.

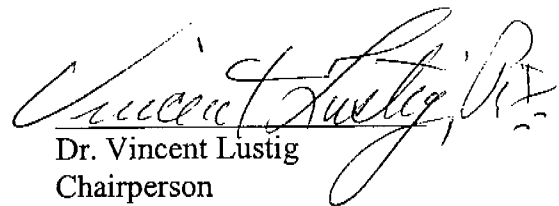
Finally, section § 8-1-12, "Right to Rescind Purchase Agreement" has been revised to track the language found in the West Virginia code. The revision clarifies the customers rights

to return a defective hearing aid and also clarifies the hearing aid dealers obligations. The current legislative rule dealing with the right to rescind the purchase does not accurately follow the language found in the West Virginia code.

Additionally, in the event a customer returns a hearing aid, the revision provides that the dealer may now retain \$125 per hearing aid returned as a return fee. This fee is for all services rendered, including the examination, fitting, and restocking. The current rule provides that \$125 was the total amount the dealer could retain regardless if one or two hearing aids were returned. Because of the high costs associated with the examination and fitting of a hearing aid, in addition to restocking costs and depreciation in the hearing aids value, the Board has determined that \$125 per hearing aid returned is a reasonable amount a dealer may retain. If the rule is passed, the Board will send a notification to licensees explaining that the \$125 cancellation fee per hearing aid represents the entire amount a licensee can recover and that they may not charge any additional fee, including restocking fee or otherwise.

Sections 12.2, 12.4 and 12.5 have been modified in order to clarify the 30 day right-to-return extension which occurs when a customer is advised by the dealer to continue wearing the hearing aid or the dealer makes an adjustment to the hearing aid within 30 days of purchase. Under the current rule, a customer could bring a hearing aid in for adjustment within the first thirty days and receive a thirty day extension to the right to return. Then, theoretically, the customer could return to the dealer before the extension expired and receive another thirty day extension. This situation could continue in perpetuity. Indeed, it has been reported to the Board that many customers purposefully return to the dealer every month seeking an adjustment or advisement solely to receive another extension of the right to return the hearing aid.

The revision clarifies that dealers are only required to provide one thirty-day extension, so long as the adjustment or advisement the dealer made to the customer occurred within the first thirty days of purchase. The revision also provides that if a customer seeks multiple adjustments or advisements by the dealer, within the original thirty day after purchase period, then the last visit to the dealer will be used to compute the mandatory thirty-day extension. Please note that dealers are required to provide only one thirty-day extension, however, dealers are able, and encouraged, to offer additional extensions to their customers.

  
Dr. Vincent Lustig  
Chairperson

**FISCAL NOTE FOR PROPOSED RULES**Rule Title: Rule Governing the West Virginia Board of Hearing Aid DealersType of Rule: ☒ Legislative ☐ Interpretive ☐ ProceduralAgency: West Virginia Board of Hearing Aid DealersAddress: 167 11th Avenue, South Charleston, West Virginia 25303Phone Number: (304) 558-2021 Email: jake.wegman@wvago.gov  
Jake Wegman, Board Attorney**Fiscal Note Summary**Summarize in a clear and concise manner what impact this measure  
will have on costs and revenues of state government.

SEE ATTACHED

**Fiscal Note Detail**Show over-all effect in Item 1 and 2 and, in Item 3, give an explanation of  
Breakdown by fiscal year, including long-range effect.

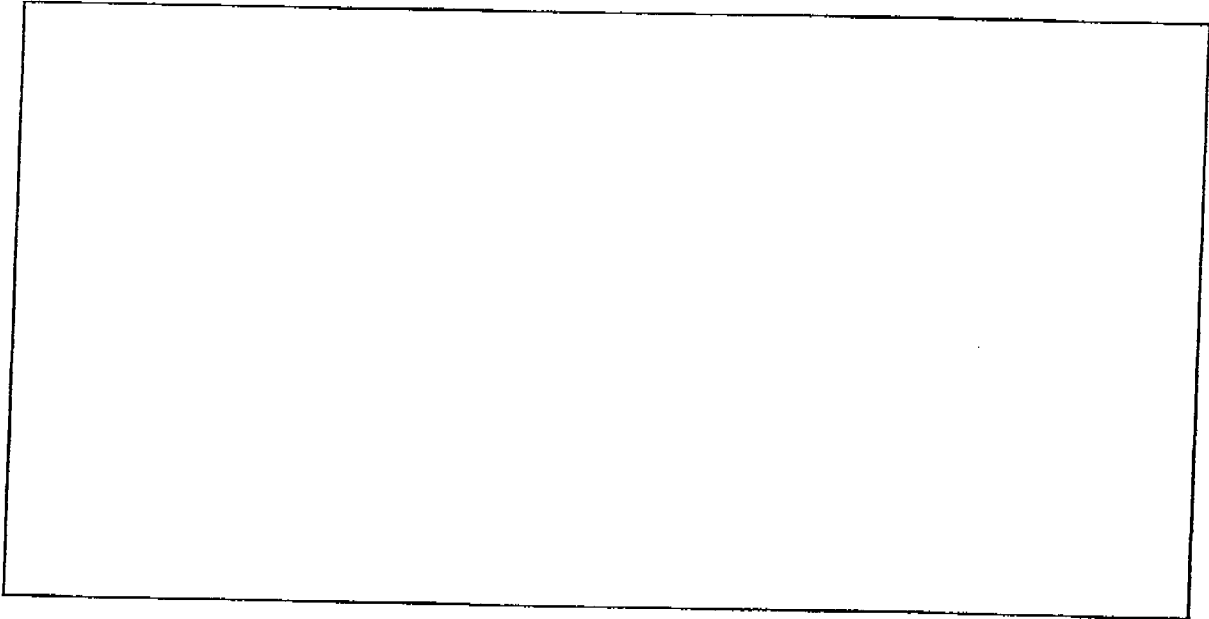
FISCAL YEAR			
Effect of Proposal	Current Increase/Decrease (use "-")	Next Increase/Decrease (use "-")	Fiscal Year (Upon Full Implementation)
1. Estimated Total Cost			
Personal Services			
Current Expenses			
Repairs & Alterations			
Assets			
Other			
2. Estimated Total Revenues			

Rule Title: \_\_\_\_\_

Rule Title:

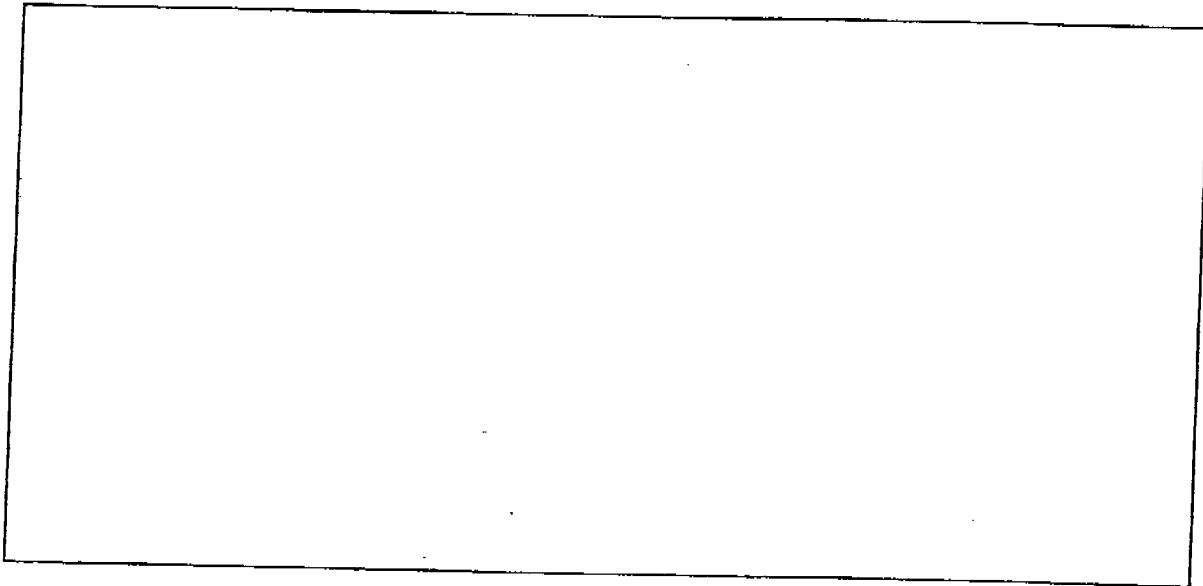
Rule Governing the West Virginia Board of Hearing Aid Dealers

3. **Explanation of above estimates (including long-range effect):**  
Please include any increase or decrease in fees in your estimated total revenues.



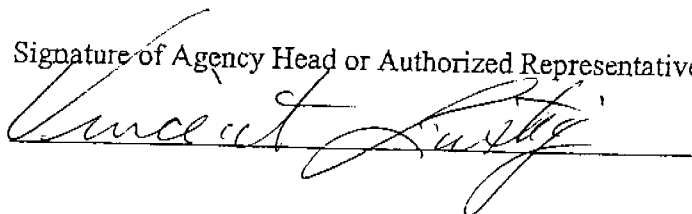
### MEMORANDUM

Please identify any areas of vagueness, technical defects, reasons the proposed rule **would not** have a fiscal impact, and/or any special issues **not** captured elsewhere on this form.



Date: \_\_\_\_\_

Signature of Agency Head or Authorized Representative





## **Financial Impact**

The proposed rule should have no impact on the costs or revenues of the state government. The only change to the rule that deals with money is the proposal that in the event a customer returns a hearing aid, the hearing aid dealer may now keep \$125 per hearing aid returned as a return fee. This fee is for all services rendered, including the examination, fitting, and restocking. The previous rule provided that \$125 was the total amount the dealer could retain regardless if one or two hearing aids were returned. Because of the high costs associated with the examination and fitting of a hearing aid, in addition to restocking costs and depreciation in the hearing aids value, the Board has determined that \$125 per hearing aid returned is a reasonable amount a dealer may keep.

FILED

2007 JUL 25 PM 3: 26

TITLE 8  
LEGISLATIVE RULE  
WEST VIRGINIA BOARD OF HEARING AID DEALERS

SERIES 1  
RULE GOVERNING THE WEST VIRGINIA  
BOARD OF HEARING AID DEALERS

OFFICE WEST VIRGINIA  
SECRETARY OF STATE

**§8-1-1. General.**

1.1. Scope. -- This legislative rule establishes general regulations governing the West Virginia Board of Hearing Aid Dealers.

1.2. Authority -- W. Va. Code §30-26-3; W.Va. Code § 30-26- 14, W.Va. Code § 30-26-15

~~1.3. Filing Date -- June 1, 2001.~~

~~1.4. Effective Date. -- June 1, 2001.~~

~~1.5 Repeal and Replace. -- This rule repeals and replaces 8CSR1, Regulations Governing the West Virginia Board of Hearing Aid Dealers, that went into effect April 30, 1986.~~

1.5 This rule repeals and replaces 8CSR1, Regulations Governing the West Virginia Board of Hearing Aid Dealers, that went into effect June 1, 2001.

**§8-1-2. Definitions.**

2.1. A "Permanent Office" is an office or place of business which is staffed, open and available to the public during the normal business hours of the community which it serves. The closing of an office for a lunch period not to exceed one (1) hour or of an additional day on an extended holiday weekend will not be regarded as a violation of this rule, but the rental of desk space, the use of a post office box number as an address or the use of a telephone answering service does not qualify as a permanent office.

2.2. "Reasonable Distance" as used in W. Va. Code §30-26-5(1) means within twenty (20) statute miles by highway from the borders of the State of West Virginia. The Board may waive this

requirement in a specific instance when, in the sole opinion of the Board, the welfare of the people of West Virginia would be better served by the waiver.

2.3. The statement "The Making of Impressions for Ear Molds" means making molds of the ear to be used in conjunction with the manufacture and fitting of a hearing aid.

2.4. "Significant Air-Bone Gap" means a differential between air and bone readings of fifteen (15) or more decibels at five hundred (500), one thousand (1,000) and two thousand (2,000) Hertz, ANSI standard.

**§8-1-3. Application for Licenses and Permits.**

3.1. The Board shall furnish every person requesting an application for a license or trainee permit the necessary forms, a copy of the West Virginia law pertaining to the licensing of hearing aid dealers and fitters, a copy of any waiver forms prescribed by the Board and such other information or questionnaires as the Board considers necessary.

3.2. The Board shall design the application forms to provide the information necessary to satisfy itself that all requirements pertaining to the West Virginia law are being fulfilled.

3.3. All applications shall be signed by the applicant and sworn by him or her before a notary public. In the case of a trainee permit, the supervisor's name, address, license number and signature shall appear on the application.

3.4. The application shall be accompanied by a money order or certified check for the license or permit fee.

3.5. The Board may reject an incomplete application form and return it to the applicant for completion.

3.6. The Board shall deny any person knowingly furnishing false information in application the right to the examination. If the applicant has already been licensed or received a permit before the falsification of the information has been made known to the Board, the license or permit is subject to suspension or revocation and the Board may forward all pertinent documents to the appropriate prosecuting attorney for possible prosecution for fraud and/or perjury.

#### **§8-1-4. Issuance of Licenses and Permits.**

4.1. The Board shall issue to each applicant, within thirty (30) days of receipt of a properly completed application and payment of fifty dollars (\$50.00), a hearing aid dealer's or fitter's license if the applicant is an individual who:

(a) Meets the standards set forth in W. Va. Code §§30-26-5(1)-(5); and

(b) Has successfully taken and passed a qualifying examination as specified and administered by the Board.

4.2. If the applicant is a firm, partnership, trust, corporation, association or other like organization, the application, in addition to information required by the Board, shall be accompanied by an application for license for each person who engages in the dealing in or fitting of hearing aids. No licensed partnership, trust, association or corporation shall permit any unlicensed person to sell or fit hearing aids.

4.3. Each license expires on the first day of July of each year. Each licensee engaged in the practice of dealing in or fitting hearing aids shall apply annually to the Board for renewal of the license. The Board shall issue to the applicant a renewal license. The renewal fee is forty dollars (\$40.00) paid on or before August 1, forty-five dollars (\$45.00) after August 1 but before August 31, or fifty dollars (\$50.00) thereafter. A person who applies for renewal of a hearing aid dealer's

or fitter's license which has expired is not required to take any examination as a condition for renewal: Provided, that application for renewal is made within two (2) years of the date the license expired.

4.4. The licensee or permittee is responsible for filing and paying fees for renewals. If reminders of the renewals are sent by the secretary it is a courtesy only and shall not be considered a responsibility of the Board.

4.5. Each licensee shall display his or her license in a conspicuous place in his or her office or place of business at all times. The Board shall issue duplicate copies of a license upon receipt of a properly completed application and payment of one dollar (\$1.00) for each copy requested.

4.6. Each person engaged in training to become a licensed hearing aid dealer or fitter shall apply to the Board for a hearing aid dealer's and fitter's trainee permit. The Board shall issue to each applicant, within thirty (30) days of receipt of a properly executed application and payment of twenty-five dollars (\$25.00), a trainee permit if the applicant is:

(a) A person of good moral character and has never been convicted nor is presently under indictment for a crime involving moral turpitude;

(b) Is eighteen (18) years of age or older;

(c) Has an education equivalent to a four (4) year course in an accredited high school;

(d) Is free of chronic infectious or contagious disease; and

(e) Will engage in training to become a hearing aid dealer or fitter on a full-time basis.

4.7. Each trainee permit issued by the Board expires one (1) year from the date it was first issued, and may be renewed once if the trainee has not successfully completed the qualifying examination for licensing as a hearing aid dealer or fitter before the expiration date of the permit. The Board shall issue a renewal permit to each

applicant upon the receipt of a properly completed application and the payment of fifty dollars (\$50.00); Provided, That the trainee applying for the renewal permit has taken the qualifying examination at least once during the first year the permit was issued and attained a grade of at least fifty percent (50%) in the written portion of the examination and at least seventy percent (70%) in the performance test.

4.8. A person holding a trainee permit shall not engage in the practice of dealing in or fitting of hearing aids except while under the direct supervision of a specified licensed hearing aid dealer or fitter. The supervisor and the holder of the temporary trainee permit shall work in the same office for the duration of the temporary trainee permit. A licensed hearing aid dealer or fitter may not supervise more than one (1) trainee at any time. The supervisor may be held responsible to the Board for any violations of the law regulating hearing aid dealers and fitters, or the rules of the Board.

4.9. Each trainee permit is valid only for the trainee in whose name it is issued and for his or her specific supervisor unless otherwise approved by the Board.

4.10. A trainee shall present himself or herself for examination within twelve (12) months from the date of the issuance of his or her permit.

4.11. The Board shall require any applicant for license or a trainee's permit to appear before it in person for further examination before the issuance of the license or trainee permit, unless the Board waives the personal appearance.

#### **§8-1-5. Reciprocity.**

5.1. The Board shall promote reciprocity agreements with those states adjoining the State of West Virginia if those states provide for reciprocity with West Virginia. The Board shall consider reciprocity with other states on an individual basis.

5.2. The Board will not honor a license issued to an individual, partnership, trust, association or

other like organization by another state in lieu of a license issued by the State of West Virginia. However, if an individual applicant has completed an examination equal or superior to the West Virginia examination, the Board may waive or partially waive the examination requirements for licensure in the State of West Virginia.

#### **§8-1-6. Responsibilities Of The Licensee.**

6.1. Each licensee engaged in dealing in or fitting of hearing aids shall be familiar with the requirements of the law regulating those activities in West Virginia and with the rules of the Board.

6.2. Each licensee engaged in dealing in or fitting of hearing aids shall make timely application for a license or renewal of a license, to complete the forms properly and pay the fees required, and to hold himself or herself available for examination at the times and places designated by the Board.

6.3. The licensed dealer or fitter shall use the results of appropriate test procedures on every individual to whom he or she sells or fits a hearing aid, and have them on file for a period of seven (7) years. The minimum acceptable test records are:

(a) Pure tone tests, including air and bone conduction with masking where appropriate;

(b) Speech reception threshold expressed in decibels;

(c) Most comfortable level expressed in decibels;

(d) Uncomfortable (tolerance) level expressed in decibels;

(e) Discrimination scores expressed in percentage with indication of the test word used.

6.4. Full responsibility for the compliance of a trainee permit holder rests with the licensed supervisor who is registered as the trainee's supervisor at the time any noncompliance may occur. The supervisor may relieve himself or herself of the responsibility of a trainee by

advising the Board by certified mail and explaining fully the circumstance under which he or she is withdrawing supervisory responsibility of the trainee. The trainee permit shall be forwarded to the Board by the supervisor.

**§ 8-1-7 Matters to be ascertained by licensee prior to the sale or fitting of hearing aids.**

7.1) Every licensee engaged in the practice of dealing in or fitting of hearing aids shall, prior to the sale or fitting of a hearing aid to a prospective customer, make the following disclosure, in writing, to the prospective customer: "Any examination or representation made by a licensed hearing aid dealer in connection with the fitting and selling of hearing aids is not a diagnosis or prescription by a medical doctor, therefore, the evaluation must not be regarded as medical opinion or advice."

7.2) Every licensee engaged in the practice of dealing in or fitting of hearing aids shall, prior to the sale or the fitting of a hearing aid intended to be worn or used by any person under eighteen years of age, first ascertain whether such person has within the next preceding six months been examined for the defective or impaired hearing condition sought to be relieved by an otolaryngologist or other duly licensed physician.

7.3) If such person under the age of eighteen has been so examined, the licensee shall, prior to the sale or fitting of such hearing aid, obtain from such otolaryngologist or physician written authority to fit a hearing aid.

7.4) If such person under the age of eighteen has not been examined by an otolaryngologist or physician, the licensee shall not proceed with the sale or fitting of a hearing aid until after such person has been so examined.

7.5) If the prospective user of a hearing aid is eighteen years of age or older, prior to the sale or fitting of a hearing aid to the prospective customer, the hearing aid dispenser may afford the prospective user an opportunity to waive the medical evaluation requirement provided that the hearing aid dispenser:

a) Informs the prospective user that the exercise of the waiver is not in the user's best health interests;

b) Does not in any way actively encourage the prospective user to waive such a medical evaluation;

c) Affords the prospective user the opportunity to sign the following statement, prior to the sale or fitting of a hearing aid: "I have been advised by (hearing aid dispenser's name) that the Food and Drug Administration has determined that my best health interest would be served if I had a medical evaluation by a licensed physician, preferably one who specializes in diseases of the ear, before purchasing a hearing aid. I do not wish a medical evaluation before purchasing a hearing aid."

d) Prior to the sale of a hearing aid, every licensee shall be required to advise in writing that the prospective purchaser's best interest would be served by consulting an otolaryngologist or other physician specializing in disease of the ear, or any other physician duly licensed to practice medicine in this state, if any of the following conditions are found upon examination of such person:

1) Visible congenital or traumatic deformity of the ear;

2) History of active ear discharge within the previous ninety days;

3) History of sudden or rapidly progressive hearing loss within the previous ninety days;

4) Acute or chronic dizziness;

5) Unilateral hearing loss of sudden or recent onset within the previous ninety days; or

6) Significant air-bone gap.

7.6 The advisements required under this article must be in writing and must be presented to the prospective purchaser prior to the sale or fitting of a hearing aid. Although these advisements may be repeated in the sales receipt, the sales receipt cannot serve as the primary form for presenting prospective purchasers with these advisements.

7.7) A copy of any writing or form required to be given to a prospective purchaser or other person by the terms of this section shall be retained in the records of the licensee for a period of at least seven years following the issuance of

each writing.

### **§ 8-1-8. Sales Receipt.**

8.1. The licensed individual or permit holder making the sale shall sign a customers receipt and the name shall be the same name under which the licensee or permit holder is registered with the Board.

8.2. The receipt shall bear the following information:

(a) The name, address and date of birth of the recipient of the hearing aid;

(b) The date of sale;

(c) The name of the manufacturer, the model number and serial number of the hearing aid sold;

(d) The name, address and telephone number of the licensee's office;

(e) The signature of the licensee or permit holder making the fitting;

(f) The terms of the guarantee or warranty under which the hearing aid is sold. To satisfy this requirement, the receipt may bear the notation "One Year Warranty" or similar expression: Provided, That the full terms of the warranty by the manufacturer or seller are available for inspection;

(g) If the hearing aid has previously been sold at retail, the term "Used" or "Reconditioned", whichever is applicable, with the terms of the guarantee or warranty; and

(h) The retail price of the hearing aid, any discount or trade-in allowance, the net price of the aid and the terms of the installment or time purchase agreement if applicable. If more convenient, the terms of the installment or time payment contract may be executed on a separate document and attached to the receipt.

(i) An advisement to the consumer that they can contact the West Virginia Board of Hearing Aid Dealers at 167 11th Avenue, South Charleston, WV 25303, if the consumer believes that the hearing aid dealer has not satisfied the terms of the contract.

(j) An advisement to the consumer that they can contact the West Virginia Attorney General's Office of Consumer Protection at 1-800-368-8808 if the consumer believes that the hearing aid does not function properly and the dealer is unwilling to make accommodations.

(k) Information about the right to rescind the purchase agreement as required by §§ 8-1-12.2 and 8-1-12.4 of this Title.

8.3. For the purpose of interpreting this rule, the term "New" means a hearing aid which has not been previously sold at retail or used as a demonstrator.

8.4. If all the requirements of this Section are contained and/or met in a sales agreement, sales contract or purchase order, the agreement, contract or order shall be considered as a receipt for the purposes of this section.

8.5 The medical advisements and other matters required by § 8-1-7 of this Title to be ascertained prior to the sale or fitting of hearing aids can be repeated in the sales receipt. However, such advisements must first be given to the customer, in writing, prior to the sale or fitting of a hearing aid and the presentation of its sales receipt to the customer.

### **§8-1-9. Advertising.**

9.1. All advertisements to the general public offering replicas, descriptive literature on wearable hearing aids, hearing loss, etc., placed by an individual or organization whose business includes the merchandising of hearing aids shall be considered as advertising hearing aids for sale.

9.2. The licensee shall not advertise a particular model or type of hearing aid for sale

when purchasers or prospective purchasers responding to the advertisement cannot purchase the advertised model or type, where it is established that the purpose of the advertisement is to obtain prospects for the sale of a different model or type.

9.3. The licensee shall not advertise that the service or advice of a person licensed to practice medicine will be used or made available in the selection, fitting, adjustment, maintenance or repair of hearing aids when that is not true, nor shall the advertising use the words "Doctor", "Clinic" or similar words, abbreviations or symbols which tend to connote the medical profession when the use is not accurate.

9.4. The licensee shall not advertise using the words "Audiologist", "State Licensed Clinic", "State Registered", "State Certified", "State Approved" or any other term, abbreviation or symbol when it would falsely give the impression that service is being provided by persons holding a degree in audiology, or trained in clinical audiology, or that the licensee's service has been recommended by the state when that is not the case. The terms "Certified Member" or "Certified Hearing Aid Audiologist" may be used when the certification has been granted by the National Hearing Aid Society: Provided, That it is made clear that the certification is granted by the National Hearing Aid Society and not by any college, university or agency of this state.

9.5. The licensee shall not advertise using a manufacturer's name or trademark which would imply that a relationship exists with that manufacturer when in fact it does not.

9.6. In evaluating advertising, the Board may use all available criteria (such as the regulations of the Federal Trade Commission, the code of ethics of the National Hearing Aid Society, the Hearing Aid Industry Conference and the West Virginia Hearing Aid Society) and may regard a violation of any of these criteria as unethical conduct.

#### **§8-1-10. Complaint Procedures.**

10.1. A licensee or permittee whose license

has been revoked or suspended by the Board, or to whom the Board has refused to issue a license or permit, may appeal the Board's decision under the Board's Rule "CONTESTED CASE HEARING PROCEDURE" 8CSR2.

10.2. The Board shall investigate complaints and discipline licensees and permittees under the Board's Rule "DISCIPLINARY AND COMPLAINT PROCEDURES FOR HEARING-AID DEALERS" 8CSR3.

#### **§8-1-11. Causes For The Suspension Or Revocation Of Licenses Or Permits.**

11.1. The Board may suspend or revoke the license or permit if the person holding the license or permit:

(a) Violates any provision of the law regulating the licensure of hearing aid dealers and fitters or any violation of the rules of the Board of Hearing Aid Dealers;

(b) Procured a license by fraud or deceit practiced upon the Board;

(c) Obtained any fee or made any sale of a hearing aid by fraud or misrepresentation;

(d) Employed any person without a license or trainee permit or an individual whose license was suspended or revoked to engage in the fitting or sale of hearing aids;

(e) Used, caused or promoted the use of any advertising matter, promotional literature, testimonial, guarantee, warranty, label, grand, insignia or other representation however disseminated or published which is misleading, deceptive or untruthful;

(f) If he or she is found by the Board to be a person of habitual intemperance or gross immorality;

(g) Fitted, sold or attempted to fit or sell, a hearing aid to a person without first utilizing the appropriate procedures and instruments required for the proper fitting of hearing aids;

(h) Engaged in the fitting or sale of hearing aids under a false name or alias;

(i) Engaged in the practice of fitting hearing aids while suffering from a contagious or infectious disease;

(j) Permitted another person to use his or her license; or

(k) Is found by the Board to be guilty of gross incompetence or negligence in the fitting and sale of hearing aids.

#### **§ 8-1-12 Right to Rescind Purchase Agreement.**

12.1. Each person supplied with a hearing aid by a licensed hearing-aid dealer shall have the right to return the hearing aid to the dealer within thirty calendar days of receipt and rescind the purchase agreement if the hearing aid does not function properly, cannot be adjusted to satisfactorily compensate for the deficiency in the person's hearing, or the person is otherwise dissatisfied with the hearing aid.

12.2 The sales receipt shall contain the following wording in type not smaller than that used in the body of the purchase agreement: "Any person supplied with a hearing aid by a hearing-aid dealer licensed in this state has the right to return the hearing aid to the dealer from whom the aid was purchased within thirty days after receipt of the aid and rescind the purchase agreement except for reasonable fitting and examination charges if the person is dissatisfied with the hearing aid."

12.3 In the event that the prospective purchaser of a hearing aid exercises his or her right to rescind the purchase agreement, the fee to be charged for the cancellation shall not exceed one hundred twenty-five dollars (\$125) per hearing aid provided, whether one or two hearing aids were provided. This fee shall include all services performed by the dealer and all materials used in

the fitting including the fee for the examination, fitting, training, use of the hearing aid(s), the cost of the earmold(s) if required, and any batteries provided.

12.4. The sales receipt shall contain the following wording in type not smaller than that used in the body of the purchase agreement: "If a hearing-aid dealer, pursuant to being notified by a person to whom he/she has supplied a hearing aid that the hearing aid does not function properly, does not satisfactorily compensate for the deficiency in the person's hearing, or that the person is otherwise dissatisfied with the hearing aid, makes an adjustment to the hearing aid or advises the person to continue use of the hearing aid for the purpose of becoming more accustomed thereto or any other reason, the right of the person to whom the hearing aid was supplied shall be extended for thirty (30) calendar days following the date upon which such adjustment was made or advisement was given."

12.5 Hearing aid dealers are required to provide at least one thirty (30) calendar day extension of the right to rescind the purchase agreement so long as the consumer alerts the hearing aid dealer of the hearing aids deficiencies within the first thirty (30) days of purchase and the hearing aid dealer makes an adjustment or advises the consumer to continue using the aid.

12.6 For purposes of computing the thirty calendar day extension to rescind the purchase agreement, the last visit or communication the customer made to the hearing aid dealer within the original thirty (30) day right to rescind period shall constitute the first day of the thirty (30) day extension.

12.7 Unless the purchase agreement provides otherwise, further adjustments or advisements to continue wearing the hearing aid made within the thirty day extension period will not constitute a new beginning of another thirty day extension period for the



consumer to rescind the purchase agreement.

12.8. The hearing aid dealer or fitter may elect to meet the return privilege by renting or leasing the aid to the prospective customer. If the dealer so elects, the rental or leasing agreement shall have a fee not to exceed one hundred twenty-five dollars (\$125) per hearing aid and the agreement shall specify that the prospective buyer may rescind the rental or lease agreement at any time by returning the hearing aid in good condition and that he or she shall incur no further costs by returning the hearing aid.