



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2009 Wisconsin Act 356
[2009 Senate Bill 348]

Regulation of Hearing Instrument Specialists, Audiologists, and Speech-Language Pathologists

2009 Wisconsin Act 356 contains the following provisions:

- Prohibits deceptive advertising by hearing instrument specialists, and defines deceptive advertising as “creating, using, or promoting the use of any advertising material, promotional literature, testimonial, guarantee, warranty, label, brand insignia, or other representation, however disseminated or published, which is misleading, false, or untruthful.”
- Prohibits hearing instrument specialists from making intentional or negligent misrepresentations regarding a hearing aid or service, and intentionally or negligently misrepresenting the cause of a hearing impairment, or the cure of a hearing impairment by use of a hearing aid.
- Deletes the requirement for annual filing with the Hearing and Speech Examining Board (Board) of a list of persons employed, by a corporation or mercantile establishment, to sell or fit hearing aids.
- Deletes the requirement that certification of calibration of audiometric equipment be sent to the Board.
- Eliminates the Advisory Council on Speech Language Pathology and Audiology in the Department of Regulation and Licensing.
- Changes the requirements for licensure of audiologists, to require a doctoral degree in audiology.

Effective date: May 28, 2010

Prepared by: Laura Rose, Deputy Director

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This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature’s Web site at: <http://www.legis.state.wi.us/>.

