



How can SO Programs partner with Starkey Cares?

Special Olympics Programs will partner with Starkey Cares to provide hearing care and hearing aids to athletes in their state! The below tiers outline Program-level activation of this partnership.

Starkey cares

Our Corporate Social Responsibility



Gold Tier

Large-scale Healthy Athletes Events

- International Healthy Athletes Events (e.g., World Games)
- Regional Healthy Athletes Events (e.g., USA Games, Regional Games)
- Designated Program level Healthy Athletes Events

Expectations of Gold Tier Engagement

- Athletes fit with hearing aids on-site at event whenever possible by Starkey Cares (MN HQ staff)
 - Adhere to FDA guidelines and state practice laws
- Ability for Starkey Cares to follow up with athletes after
- Program Engagement:
 - Media Coverage – traditional and social
 - Logo integration at all Healthy Hearing events/materials/signage/media/etc.
- Deploy Joint Hearing Protocol which includes cerumen management
 - Adhere to updated clinical-decision making guidelines
- Starkey Cares customers/employees volunteer at event
- Build Starkey Cares employee/customer relationships with SOI clinical directors and state staff



Silver Tier

Program Level Healthy Athletes Events

- Special Olympics Program State Games

Expectations of Silver Tier Engagement

- Athletes fit with hearing aids on-site at event whenever possible (by local Starkey Cares Representative)
 - Adhere to FDA guidelines and state practice laws
- Ability for Starkey Cares to follow up with athletes after
- Program Engagement:
 - Media Coverage – traditional and social
 - Logo integration at all Healthy Hearing events/materials/signage/media/etc.
- Deploy Joint Hearing Protocol which includes cerumen management
 - Adhere to updated clinical-decision making guidelines
- Starkey Cares customers/employees volunteer at event
- Build Starkey Cares employee/customer relationships with SOI clinical directors and state staff



Bronze Tier

Program or Local Level Healthy Athletes Events

Expectations of Bronze Tier Engagement

- Program to refer athletes to local Starkey Cares provider to support follow-up care
 - SOI to provide Starkey Cares referral list to the Program at least 2-4 weeks prior to the event
- Ability for Starkey Cares to follow up with athletes after