



“

We believe that we bear part of the responsibility in improving the healthcare sector by presenting distinguished high-quality medical products and services needed in providing the best care to patients, their families and the community

”

Astemed Message



# Muhanad Jadallah

**CHAIRMAN**  
**ASTEMED**

From the very beginning of ASTEMED, a prior decision shielded with a long-term vision was made to fanatically partner with the most unique, highly distinguished and reputable healthcare suppliers across the globe.

From one aspect, to ensure sharing the same values & vision, and from the other aspect, to ensure providing our respected community & healthcare providers with the latest and advanced technologies in the field of medical equipment and services.

Our genuine interaction with customers aims to understand their daily medical challenges. We work with them side by side to find the optimal solution to address these challenges, implement the solution and actively contribute in robust continuous medical education to refine the way our patients could get diagnosed or treated and to improve their life expectancies and have a better quality life.

We believe that providing our customers and patients with the latest solutions should be always built on addressing their exact needs while continuously enriching our portfolio with new solutions and maintaining continuous interaction with them to assess their emerging requirements and demands so as to be ready when the needs and demands arise.



# Mohammad Kettaneh

**CEO**  
**ASTEMED**

ASTEMED specialized in hearing and audiology services that aims to provide customized hearing solutions for its clients and increase the awareness of the impact of hearing on people's lives.

We set a high standard and strive to provide the latest and advance smart hearing products, ENT solutions, and services available in the world as we are always aiming to develop the better for our clients to meet their lifestyles and expectations. We make every effort to offer everything possible that a client would need and require in an ENT solution.

The multidisciplinary team of audiologists and hearing professionals in ASTEMED centers which are located globally endeavor to ensure that everyone with hearing loss issues receives the highest level of quality care and treatment.

We aspire a world where everyone can enjoy life, participate confidently and achieve endeavors no matter what their level of hearing is as we believe that the continuous evolution, transformation and development in healthcare has the same aspiration.



ASTEMED  
at a glance

# Story Of Succes

Al Shomoukh Trading for Technical & Medical Supplies (ASTEMED) was established in 2003 as medical supplies company to represent the global manufacturers of medical equipment and healthcare solutions in the UAE. Since then, ASTEMED turned to be a dedicated and specialized company in providing state of the art medical equipment and technologies for various healthcare fields.

Since the establishment, ASTEMED is striving to efficiently deliver timely services and latest solutions to the healthcare sector as one of the renowned medical supplies companies by providing distinguished, high-quality products, innovative solutions, relevant trainings, and after-sale services to the hospitals and all healthcare facilities, not only in the UAE, but also in the region.

## Who We Are?

**ASTEMED is a regional medical supplies distributor company in the Middle East, providing medical equipment and robust medical technology solutions for the healthcare sector in the region. ASTEMED is connecting the latest innovation healthcare solutions for more people, in more places than ever before.**

### Vision

To become the top one-stop-hub for medical and hearing solutions in the region that is known for its ethical leadership and strong business relationship with global partners and customers, towards building healthier societies.



### Mission

Strive to provide customers and healthcare facilities with the highest quality medical supplies and the latest medical technologies from reputable premier international brands at competitive cost.



### Expertise

Delivering solutions for various healthcare fields: ENT, Audiology (Hearing care solutions).

# Values

CARE

COMMITMENT

TRUST &  
OPENNESS

TIMELY &  
QUALITY SERVICE



## Integrity

- Displays accountable by delivering high quality results.
- Exhibits honesty.
- Present information, accurately and completely.
- Keep commitments to work with colleagues and customers.
- Displays consistency between words and actions.
- Expresses dissatisfaction constructively without over reacting.



## Innovation

- Tries different and unique ways to address work problems and opportunities.
- Identifies opportunities to improve efficiencies, reduce costs in accordingly.
- Help to provide the service at a competitive cost.



## Adaptability

- Consider changes and new situation as opportunities for learning and growth.
- Modifies behavior to respond effectively to external changes.
- When confronted with a problem or crisis, consider alternatives and then take timely actions.
- Effectively prioritizes work tasks.



## Initiative

- Maintains a strong focus on internal and external customers.
- Continuously monitors relevant information, key issues and trends.
- Challenges assumptions and unique way of doing things.
- Proactively seeks feedback and adapts behavior to improve performance.
- Continuously develop talents, skills and abilities to achieve business goals.
- Identifies opportunities to improve efficiencies and reduce costs.
- Demonstrate a willingness to learn new aspects of the business.






# Global Network

ASTEMED has extended its network across the GCC countries, Palestine, Jordan, North America and more to bring the optimal healthcare in the region, in addition to a global distributor network representing the company in more than 5 countries across Asia, and America.





# Recognitions and Appreciations

2020				
2019				
2018				
2017				
2016				
2015				
				



ASTEMED  
**Speciality**

# ENT and Audiology



**MED EL**

The global innovation leader in hearing loss solutions, helping restore hearing to more than 200,000 individuals worldwide.

**Austria**



**Starkey**  
Hearing Technologies

A world leader in manufacturing and delivering advanced high-tech hearing aids and hearing accessories.

**USA**



**inventis**  
Audiology Equipment

A high-tech company that develops and manufactures cutting-edge audiology equipment including audiometers, middle ear analyzers and hearing aid fitting solu-

**Italy**



**SPIGGLE & THEIS**  
Medizintechnik

The reliable and competent partner in the field of ENT surgery and a specialist in the development, production and sale of medical ENT products.

**Germany**



**Atos**

Atos Medical is the world leader in Laryngectomy Care. The company offers a full range of laryngectomy care products, HMEs, adhesives and larytubes.

**Sweden**



**vivosonic**

Vivosonic develops and manufactures superior medical devices for auditory diagnostic measurement and newborn hearing screening.

**Canada**



**puma**  
soundproofing

Puma designs, tests and manufactures innovative high quality certified soundproof booths for professionals in the medical field.

**Italy**



**Otodynamics**

Otodynamics manufactures the first class innovative wide range of diagnostic and screening, OAE and ABR instruments.

**UK**



**SYNAPSYS**  
an inventis company

One of the world leader in balance disorder diagnostic devices, assuring high quality products and efficient after-sales services.

**France**

# Projects Performed by Astemed in Palestine



OR  
TAAWON WELFARE  
**Hearing Solutions &  
Cochlear Implants**  
WEST BANK & GAZA



UNRWA  
**Provision of special  
hearing aids after  
cochlear implant.**  
Gaza



Save the Children  
**Hearing Aids**  
WEST BANK & GAZA



Palestine Children's Relief  
Fund (PCRF)  
**Hearing Solutions**  
WEST BANK & GAZA



An-Najah National  
University.  
**HEARING CLINICS TEST-  
ING EQUIPMENT**  
**Hearing Solutions**  
NABLUS



Hebron

PALESTINIAN RED CRES-  
CENT HOSPITAL HEBRON  
**HEARING AIDS AND  
COCHLEAR IMPLANT**  
WEST BANK & GAZA



Nablus

PALESTINIAN RED  
CRESCENT-HQ-NABLUS  
**HEARING AID TESTING  
EQUIPMENT**  
NABLUS



Ramallah

PALESTINIAN RED  
CRESCENT-HQ-RAMAL-  
LAH  
**Hearing Aids**  
WEST BANK



The Central Society For  
Rehabilitaion  
**HEARING CLINICS TEST-  
ING EQUIPMENT**  
Jerusalem



ATFALUNA SOCIETY FOR  
DEAF CHILDREN.  
**Hearing Aids**  
Gaza



BETHLEHEM ARAB SOCI-  
ETY FOR REHABILITATION  
**Hearing Solutions &  
Cochlear Implants**  
WEST BANK & GAZA



جمعية سند  
لذوي الاحتياجات الخاصة

Sanad Society for Children  
with Special Needs.  
**HEARING CLINICS TEST-  
ING EQUIPMENT**  
NABLUS



QATAR CHARITY  
**Hearing Aids**  
**GAZA STRIP**



Qatar red Crescent  
**Hearing Aids**  
**GAZA Strip**



Audiology and Speech Pathology Specialist Center  
**Hearing Clinic Testing, Equipment & Hearing Aids**  
**Bethlehem**



EMAAR for Development & Rehabilitation  
**Hearing Solutions & Cochlear Implants**  
**GAZA STRIP**



Islamic Relief Palestine  
**Hearing Aids**  
**GAZA STRIP**



Care for Children with Special Needs Society  
**Hearing Aids**  
**NABLUS**



ARAB AMERICAN UNIVERSITY  
**Hearing Aids**  
**WEST Bank**

## Hearing services

---

- Pediatric hearing tests (without sedation)
- Adults hearing tests
- Tympanometry test
- Video otoscopy
- Checking the efficiency of the hearing Aid inside Ear
- Hearing aids adjustment and programming
- Hearing aids repair and maintenance
- Custom earmolds
- Auditory-Verbal Therapy (AVT)

## Auditory-Verbal Therapy (AVT)

---

**Auditory-Verbal Therapy (AVT)** is an early intervention approach for adults and children who are deaf or hard of hearing, and It is a family-centred approach that tools the parents up w ith skills that help them maximize their child's language and speech development.

**AVT** can stimulate auditory brain development and allow children and adults with hearing aids and cochlear implants to make sense of the sound transmitted by their devices.

A woman and a man are sitting on a bed, looking at a smartphone together. The woman is on the left, and the man is on the right. They are both looking at the phone with interest. The background shows a bedroom with a bed, pillows, and a framed picture on the wall. The entire image has a teal overlay.

Hearing  
Solutions  
**for Every  
Unique Case**

---

## Counseling

Counseling involves an exchange of information between the patient and the audiologist in terms of medical and family history, lifestyle, daily activities, and home or work environments in order to understand the patient's hearing health, to better recommend the best possible hearing solution.

SKH hearing professional reviews the results of the comprehensive hearing examination with the patient to discuss the appropriate hearing solution as per the hearing needs. The different styles of hearing aids, levels of technology, hearing aids features and cost will be discussed as well as the expectations of the hearing aids. Ear Impression might be taken as per the case.

## Hearing Tests

### Audiometry Tests for Adults

Audiometry test is the main hearing test used to identify hearing threshold levels of an individual, enabling determination of the degree, type and configuration of the hearing loss, and thus providing a basis for diagnosis and management. Audiometry tests are performed in a soundproof room.

### Pure Tone Audiometry

A pure tone audiometry (PTA) test measures the softest, or least audible, sound that a person can hear. The hearing sensitivity of the patient is plotted on the audiogram as a function of frequency, so that the configuration of a hearing loss can be identified.





The test measures two different hearing thresholds to identify the type of hearing loss:

### 1. Air Conduction:

During the test, the patient wears earphones, hears and responds to a range of sound frequencies directed to one ear at a time, while sitting in the soundproof room, via earphones on the patient's ears.

### 2. Bone Conduction:

During the test, the patient sits in the soundproof room, hears and responds to a range of sound frequencies, but instead of using the earphones, a bone vibrator is placed behind the ear or on the forehead of the patient, to analyze the skull vibrations to the sounds.

## Speech Discrimination Test

Also called word recognition test, involves words and a series of low & high-frequency tones, to determine the patient's ability to understand verbiage within a short distance as in a conversation. The results help to determine the patient's ability to understand speech, and that will help the audiologist to setup the hearing aids properly.

## Audiometry Tests for Kids

The audiometry tests for kids are designed to assess hearing in infants and toddlers who are too young to react to the regular behavioral hearing tests because of their age.



## Aided Test

When the patient is diagnosed with hearing aids, we perform an additional aided test to the patient to make sure the hearing aids are doing the right function to the patient. While the patient is sitting inside the soundproof room, he responds to the sounds he hears from the room's speakers while wearing the hearing aids. If the results on the audiogram show any degree of hearing loss, then the audiologist does a program adjustment to the hearing aids until the result shows a normal hearing on the audiogram.

## **Visual Reinforcement Audiometry**

This test allows the audiologist to assess hearing for children between 6 months and 2 years old who cannot take the normal test. VRA replaces the headphones with sound field speakers, and lighted toys (the visual reinforcers in this test) placed with the speakers 90-degrees to each side of the child. The audiologist teaches the child to look to where the sound came from, as VRA relies on kids' behavioral conditioning to respond to sounds. Both ears are tested at the same time. The results on the audiogram allow the audiologist to check the child's hearing threshold levels.

## **Free Field Voice Test – Aided and unAided**

This test allows the audiologist to assess hearing for children older than 2 years. The test method is similar to the VRA test. On the other hand, if the child is diagnosed to wear hearing aids, we perform the same test while the child wears the hearing aids to make sure he hears normally with the hearing aids.

## **Otoacoustic Emissions Test**

Otoacoustic emissions testing allows the audiologist to understand how the patient's outer hair cells of the inner ear are working. A sound is presented into the ear canal via a probe. The sound wave passes through the ear drum and middle ear into the cochlear. This stimulates the hair cells in the cochlear causing the outer hair cells to twitch in response creating an echo. The echo passes back through the middle ear and ear drum where it is detected by a microphone situated in the probe.

This signal is plotted on computer as graph. The results give an indication of any damage that may be present in the sound detecting and amplifying hair cells. Computer analysis of the echo from these cells can indicate the level of function present in the cochlear under test.

## **Auditory Brainstem Response Test**

ABR test is used to detect hearing loss for infants. This test checks the child's brain's response to sounds. Unlike what is commonly done, at SKH centers, no anesthesia is needed for this test. Small electrode sensors will be placed on the child's forehead and around ears then connected to a computer to detect the response from the brain hearing nerve to the sound played into the ears.

## **Acoustic Tests**

Acoustic tests can be performed on both kids and adults.

### **Tympanometry Test**

Tympanometry is an examination that creates variations of air pressure in the ear canal and is used to test the condition of the middle ear and mobility of the eardrum (tympanic membrane) and the conduction bones.

### **Stapedial Reflexes Ossicles Test**

When a loud sound is presented to the ear, a protective mechanism is triggered that tightens the small bones (ossicles) that connect the ear drum to the cochlear and reduce the sensitivity of hearing. This procedure tests the pathway of the sound from the ear canal, through the middle ear, into the cochlear, up to the brainstem then back down to the muscle that tightens the ossicles

### **Eustachian Tube Function Test**

This test is performed whether the eardrum is intact or perforated. A probe is placed inside the patient ear. The audiologist applies a series of tympanograms and manually adjust the middle ear pressure while the patient swallow when he asked to, to check the Eustachian tube is functioning well. When the eardrum is perforated the audiologist only adjust the pressure manually without applying any tympanogram.

## **Tinnitus Relief**

Tinnitus is a common condition that causes ringing, rushing, or buzzing in the ears. Tinnitus will not cause the person to go deaf, but its presence may affect daily human beings' activities. SKH hearing specialists help recommend a course of action to deal with and relieve this persistent problem as well as providing a range of tinnitus control devices for hearing amplification and tinnitus relief.

## **Hearing Aids Fitting & Adjustment**

Once the hearing aids are ready, the patient comes to SKH center for the first hearing aid fitting. In the fitting phase, SKH audiologist programs the hearing aids according to the audiogram results using special computer software to meet the patient's hearing needs.

The programming is an important step in tuning the hearing aids to the patient. During the fitting session, the hearing specialist does certain tests to report the patient real-time feedback and fine-tune the hearing aids more accurately for clear hearing.

Besides, the patient is tutored on how to insert and remove the hearing aids, how to switch on and off, how to change the batteries, and how to clean to ensure the basic usage of the hearing aids. The fitting process sometimes requires few follow-up visits to ensure that the hearing aids working in the way that matches the patient's lifestyle and the patient is satisfied with the hearing results obtained.

We usually schedule another visit after few weeks to spot the patient feedback and do the proper adjustment in case needed.





Engineering and  
**Art of Work**

## 3D Lab

The fully equipped laboratory that Star Key Hearing centers run is one of the most advanced unique laboratories for producing the optimal custom hearing products that deliver comfort to patients in less time.



3D Scanner



3D Printer

## Quality Repair and Maintenance

At Star Key Hearing centers, we understand how important the hearing devices are for the patient's daily activities, thus we provide the same-day in-house repair.

With the state-of-the-art repair and maintenance tools available at Star Key Hearing lab, our knowledgeable technicians are usually able to fix the hearing devices in few hours. We also provide the quick yet quality maintenance service that include hearing aids and earmolds deep cleaning using advanced ultrasonic cleaners, changing filters, and more.

## Custom Hearing Products Assembly

Our well-trained technicians spend quality time assembling hearing aids and producing custom earmolds, earplugs, and other ear products with care and accuracy, using the latest techniques and high professional skills.



## Perfect Fit 3D Printing

We are keen on keeping pace with technology development including the development of printing and scanning techniques. With the high-end 3D printing that digitizes the auditory canal impressions, we are able to perfectly shape the hearing products that fit patients' requirements.

With the 3D technology, patients now can have a perfect hearing aids and earmolds fit with a free feedback noise due to the perfect ear canal length fit, and reduced occlusion pressure.

## Unique Lab Technologies



### 3D Printing

with exceptional performance, & ability to produce customized  
**150 shells/day**



### Vent Test Box

that examines the performance of the vent in terms of size & function



### Nitrogen Ultraviolet Dryer

That dries products in 30 seconds



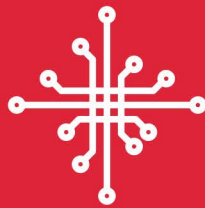
### Wireless Programming System

To test the hearing aids after repair



### Faceplate Cutter

That gives a precise cut of the faceplate



Exceptional Products  
**Exclusive Technology**



## Cochlear Implants

Cochlear implants are designed for people with severe-to-profound sensorineural hearing loss. With this type of hearing loss, the hair cells in the inner ear are damaged, and can't detect sounds properly. A cochlear implant bypasses these damaged hair cells and sends electric signals to the brain, where they are interpreted as sound.

A cochlear implant system has two main components. The externally worn audio processor detects sounds and sends them to the internal implant, which is placed just under the skin behind the ear.

### MED<sup>9</sup>EL

Even with severe or profound hearing impairment, this new technology allows its users to hear. The auditory implant stimulates the auditory organ in the inner ear by means of soft electrical impulses or vibrations. This technology bypasses the non-working parts of the ear, enabling hearing for users with severe hearing loss.

## Audio Processors



### SONNET

SONNET isn't just light and comfortable to wear, it's also smart. Find out how SONNET's advanced technology can help you hear your best.



Great sound quality



Water-resistant design



Wireless connectivity



Rechargeable batteries



## SONNET 2

SONNET 2 is designed to give you your best hearing possible, wherever you are. Whether in a noisy restaurant, at a music concert, or simply taking a walk on a windy day, SONNET 2 lets you hear your best in any environment.



Adaptive Intelligence



Noise Reduction



FineHearing



## RONDO 2

The easiest-to-use audio processor ever made. With its elegant, discreet design and revolutionary wireless charging, RONDO 2 gives you hassle-free hearing all day long.



## RONDO 3

Superior and seamless hearing performance — without the need to change settings or batteries. With RONDO 3, connecting with what you love is simple.



reddot winner 2021



## Simple Streaming

Use the phone you like, and connect it to the audio processor you love. SONNET 2 makes it easy to listen to your favorite music and enjoy phone calls with your loved ones in high-quality, true stereo. Just slide the AudioStream cover over your audio processor to enjoy direct wireless streaming from your smartphone or tablet.

# Interior Cochlear Implant

## SYNCHRONY

SYNCHRONY 2 uses advanced coding strategies, designed to give you natural sound quality. This helps you to hear the high and low tones, and the fine details of both everyday conversations and your favourite songs. What's more, MED-EL cochlear implants are the only implants that offer this kind of technology.

It been designed to make your surgery as simple as possible. After an easy surgery, you can get back on your feet, and start enjoying the next stage of your hearing journey.



### Great Sound Quality

SYNCHRONY 2 is designed for optimal sound quality, helping you to hear the world as it was meant to sound.



### Simple Surgery

SYNCHRONY 2 has been designed for simple surgery, helping you to get back on your feet afterwards.



### Reliable Design

SYNCHRONY 2's safe and reliable design means you can benefit from years of great hearing.



### Ideal Electrode

MED-EL's wide range of electrode arrays means that you get the ideal fit for your individual cochlea.



### easyMRI

Experience hassle-free MRIs with SYNCHRONY2—no surgery,\*no discomfort,\*\* and no hearing down-time.

## Hearing Aids

At their most basic, hearing aids are microphones that convert sound into electrical signals. An amplifier increases the strength of the signal, then a receiver converts it back to sound and channels it into the ear canal through a small tube or earmold. A battery is necessary to power the hearing aid and to enable amplification.



Today's best hearing aids are intelligent and provide life-changing benefits to improve health and wellness. By amplifying sounds you want to hear and diminishing sounds you don't, the best hearing aids offer superior sound quality designed to ensure you never miss the moments that matter most.

**Exceptional Starkey Sound™ with the world's most innovative complete family of hearing technology.**



Custom craftsmanship and innovation has led to an effortless hearing experience. Patients now have a complete line of hearing aid options that fit seamlessly into their unique lifestyles.

## Artificial Intelligence (AI)

Our always-on, always automatic, and always effortless hearing technology delivers realistic and genuine sound quality in every listening environment without the need to do anything extra. Evolv AI incorporates unprecedented levels of adaptation providing a 40% reduction in noise energy for challenging listening environments compared to previous technology.



### RIC

Receiver-In-Canal



### RIC R

Receiver-In-Canal Rechargeable



### Mini BTE

Mini Behind-The-Ear



### BTE

Behind-The-Ear



### BTE Power +

Behind-The-Ear Power plus



### CROS - BiCROS

available in "BTE - RIC"



### CIC

Completely-In-Canal



### ITC

In-The-Canal



### Invisible (IIC)

Invisible In-Canal



**AVT** is individualized to meet the unique needs of every child through the use of hearing aids or cochlear implants, to achieve age-appropriate spoken language.

Auditory-Verbal philosophy supports the basic human right that children with all degrees of hearing impairment deserve an opportunity to develop the ability to listen and to use verbal communication within their family and society.

At **ASTEMED**, our Audiologist and **speech-language Pathologist** performs Auditory Verbal Therapy to make the most of an individual's use of hearing as the main sense, and to boost their language, speech, and communication skills from a young age.

## Accessories

Various accessories options are available to get the most out of the hearing aids. With accessories, the wireless hearing aids can be connected simply and easily to any modern smartphone, TV or media device to stream phone calls, voice assistants, music, and much more.

### Smart Accessories

---

#### TV Streamer



#### Remote Microphone +



#### Mini Remote Microphone



#### Remote



#### Thrive Application





### **Ramallah**

📍 Ein Munjed Area, Tokyo St.  
Abraj House Building, 7th Floor

☎ +970-2-2922-588

### **Gaza**

📍 Nasser St.  
Sisalem Bldg., Floor 1

☎ +972-59-372-2771

### **Nablus**

📍 City Mall, Down Town,  
Nablus city

☎ +970-9-2355-332

🌐 [astemed.ps](http://astemed.ps)    @ [info-ps@astemed.com](mailto:info-ps@astemed.com)



