optitones™
Phoenix Hearing, Ltd.

Company Profile

Since 2004

Hearing Health Care Professionals ...

Management Board, Executives

Khalil Ileyan, President & CEO

- University graduation 1997, faculty of Medical Science, Audiology dgree .
- Business development and Sales Director MENA region- audifon, Germany.
- Business development and Sales Director MEA region- Sivantos, Germany.
- Business development and Sales Director MENA region- Siemens, Germany.
- Business development and Sales Director MENA region- Unitron, Canada.
- Clinical and technical consultant for cochlear implant, Cochlear AG- Australia.
- Clinical audiologist, Holy Land Institute for the Deaf.

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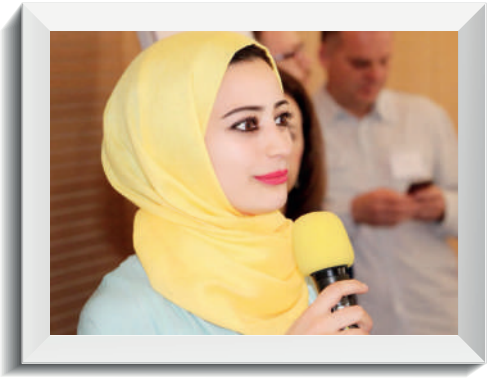

Muna Abuzaina, Vice President

- University graduation 2007, faculty of Engineering, Medical Engineer
- Marketing & technical director MENA region- audifon, Germany.
- Marketing manager for MENA region- Unitron, Canada.
- General manager at TUC, Ltd. Jordan.
- Marketing & sales manager at TUC, Ltd. Jordan

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"WHEN A THOUGHT IS INSPIRED, TRULY INSPIRED, YOU CAN CHANGE THE WORLD IN AN INSTANT"

optitones™ at a glance..

"WHEN A THOUGHT IS INSPIRED, TRULY INSPIRED, YOU CAN CHANGE THE WORLD IN AN INSTANT"

At Optitones, we were truly inspired by a thought to change the world we belong to as professionals, the world of hearing & medical, this truly inspired thought did storm our minds and hearts with extreme commitment to implement our utmost efforts, longstanding experience, professional knowledge, as well as our well established infrastructure facilities, and motivated personnel to provide ultimate services, support and technology in the fields of audiology & medical supplies.

2004 - 2008

Optitones was registered as a specialized hearing centre under commercial license for individuals no. 166248, Based in Amman, and running the first outreach mobile clinic in the region.

2008 - 2017

Optitones expanded the successful startup phase by establishing a supportive medical division, registered as the United Company for Hearing & Medical Supplies , under commercial license no. 16574.

2017 - till present

Optitones started a new ERA as a local and regional hub to provide services, products and support in the fields of audiology & ENT medical supplies, registered as Phoenix Hearing, Ltd., under commercial license no. 47012.

Up to 2020
and COUNTING...

+39,000
Happy Customers

12
Pioneering Partners

13
Professional Staff

14
Years Of Experience

optitones™
Phoenix Hearing, Ltd.

We are obliged to provide optimum service to special need population as our belief in humanity through exemplary care, awareness, education and outreach:

- Every life has a purpose and values.
- Every individual has the right to give and receive love and respect.
- Family is the first natural support and fundamental unit of the society.
- All people deserve dignity, quality services and support.
- All community members should be made aware about the rights, responsibilities and duties towards individuals with special needs and handicap.

We work hard to enhance life quality of our patients and customers by providing an ultimate care, life-commitment services and innovative solutions that fulfil their needs and guarantee their satisfaction. We build pioneering partnerships with outstanding professionals to expand our services and reach our clients everywhere. Our support will be always available to our clients through our comprehensive follow up system to ensure their benefit and satisfaction.

The philosophy behind Optitones is highly focused on developing the fields of audiology, ENT and Medical supplies in our community, to leverage our services beyond client's expectations.

At Optitones, we provide hearing solutions to people with hearing difficulties regardless their age and financial capabilities. We believe that children are the future, and we totally realize the importance of hearing for them to successfully interact, communicate and to be engaged with their surroundings.

At Optitones, we do our best to eliminate the negative impact of hearing loss and communication disorders by adopting an early intervention program in collaboration with public, governmental and international institutions to overcome their disabilities.

Managerial Department

- Executive Management
- Secretary
- Customer Care Services
- Legal Follow up
- Financial Control
- Online & Store Services
- Business Development

Hearing Department

To provide utmost innovative state of art and highly respected hearing solutions and products in a one full service package under same roof to assure our earned trust given by our valuable customers over the so many years of being their loyal partner.

- Advanced Hearing Evaluation Clinics
- Hearing Protection Services
- Hearing Aids Sales and Fitting
- Early Intervention Program
- Cochlear Counselling
- Outreach Services

Medical Department

To deliver a unique specialized and supportive medical equipment and devices collateral to each of Optitones business divisions to ensure accomplishment of the service package at the highest quality and best offered prices.

- Head & Neck Surgical instruments
- ENT Disposables
- ENT Equipment and Instruments
- Ear Surgical Tools and Devices
- Assistive Hearing Devices

Central Laboratories

To provide the highest secured guarantee of best quality production outcomes for the provided services by using an ultimate advanced fully equipped infrastructure and facilities.

- Quality Control
- Equipment and Device Maintenance
- Earmold and Shell Production
- Custom Made HI Production

Milestone at a glance

2004

Samakom Hearing Center was established

2006

Samakom became Unitron's local agent for Jordan territory

2007

Samakom expanded to include medical care under The United Company for Hearing Supplies (TUC)

2008

TUC, Ltd. hosted Unitron regional hub

2009

TUC became the representitive of Egger Spiggle & Theis BHM and more

2014

Accomplishment mission of hearing and medical under registered Trade Mark

optitones™

2015

Optitones become the representitve of
Resound
Xion
Medizs
Solotica

2016

Optitones and Sivantos went in a regional business development consultancy agreement

2020

Optitones and audifon went in a regional business agreement and got the excellence to be the exclusive distributor for MENA region (19 countries).

audifon
hearing systems

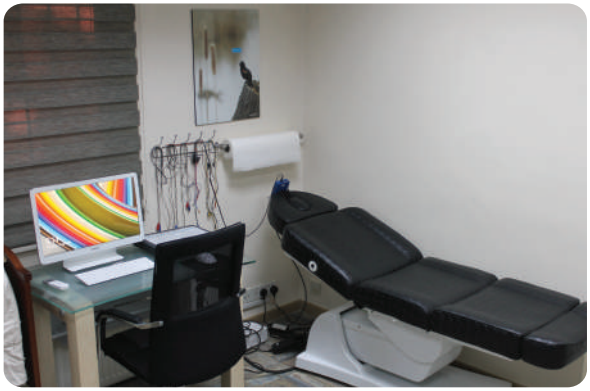
Optitones is committed toward the success of your private practice. We reduce your risks and we increase your profit by taking your private practice to a new level of excellence outstanding business structure. With Optitones, you can p integrated hearing health care to your patients.

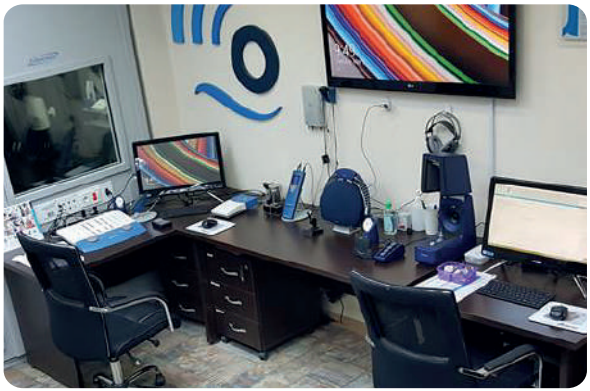
Audiology Clinical Setup

Optitones clinics are fully equipped with the latest technology innovated by the global manufacturer "GN Otometrics", all evaluations are conducted through audiologists that are certified by Jordanian Ministry of Health (MoH). At Optitones clinics, our specialists apply all evaluations associated with hearing diagnostics for pediatrics and adults, in addition to hearing aid and cochlear implant services, evaluation, mapping, and fitting.

Services

- Adult audiological evaluations.
- Pediatric audiological evaluations.
- Advanced audiological evaluations.
- Eustachian tube dysfunction test.
- Video otoscopy.
- Cochlear implant counselling.
- Tinnitus evaluation & treatment
- Hearing aid counselling, fitting, and all other associated accessories and products.





Workflow Protocol

Based on the earlier applied hearing evaluations provided by our staff, our counseling session will include the following:

Hearing Aids Counselling

An explanation of what is the appropriate hearing aids that fit hearing loss degree and type will be recommended. Optitones staff will assure you that hearing aids will be customized based on individual's own needs, life style, financial capability, age, and if any special requirements.

Providing the best Hearing Solutions

Based on patient's unique hearing condition, the best hearing system will be introduced to achieve optimum listening comfort.

Life commitment Follow Up Services

After hearing aid's been fitted, patient is instructed to try out hearing aids in different environments.
follow-up visit takes place after a few weeks of wearing the new hearing instruments. This is the time to:

Share experience and Fine tune the hearing aids

The more information the patient provides, the more our professional audiologists can ensure hearing instruments are working optimally to meet their needs and can make any necessary adjustments to improve their listening experience.

Quiet conversations	TV	Children's voices	Phone	Games	Activities	Car
Shopping	Restaurants	Meetings	Worship	Music	Entertainment	Social events

Medical Department

We have full confedience on our outstanding team in medical department to provide you with the utmost proffessional services that meet your demands with highest quality products! The esteemed proffessional in this department will provide you as, customers, patients, professionals, and physicians with all the highest quality products in the fields of audiology and medical supplies.

Central Labs

We integrate advanced and innovative 3D manufacturing technology in our audiology laboratories to a perfect performance, in which we guarantee your satisfaction by implementing our express delivery services, our quality control procedures, and our continuous professional support.

Hearing aid services and Laboratory Setup

Our central labs provide all hearing aid assembly and maintenance services as well as the manufacturing of all earpiece styles using the latest 3D production technology.

Services

- Earmold and hearing aid's shell production.
- Hearing aid and cochlear implant batteries, spare parts, and all other related accessories.
- Hearing aid maintainence.
- Spectacle hearing aids (i.e. air conduction and bone conduction hearing aids).
- Cleansing tools and wax removal kits.
- Noise protectors.
- Swimming ear plugs.

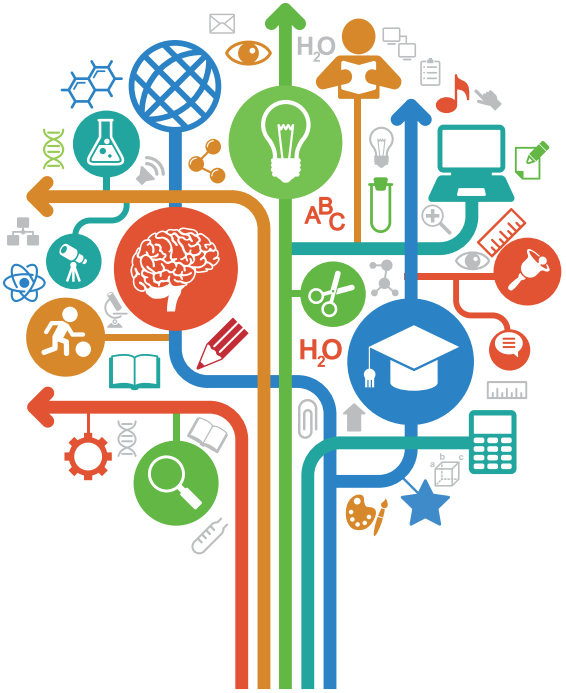
Customer Empowerment

Our trainers and consultants provide intensive evaluation for individuals and institutional training needs to achieve the highest quality standards and the maximum professional success. Accordingly, our training modules are carefully chosen to develop the knowledge, skills, and capabilities of professionals in the disciplines of hearing and medical.

Hearing and speech difficulties isolate patients from their beloved ones, our outstanding professionals strive to help patients overcome these difficulties and improve their quality of life. At Optitones, we are dedicated to develop professional's knowledge and skills and fulfill their passion of drawing the smile again on the faces of patients and their families.

Our local and International elite instructors devote their time and efforts to serve hearing and medical professionals, all across the Middle East and North Africa. Our instructors and staff are most dedicated to develop the knowledge, skills, and professionalism of these health care providers through a variety of continuing education programs that serve the following disciplines:

- Hearing specialists and technicians.
- Hearing aid despensers.
- Pediatricians, Otolaryngologists, & ENTs.
- Nurses and hospital employees.
- Educators and teachers.
- Medical instrument technicians.



Private Business

To enrich its market position, Optitones implemented professional-based direct contact with ENT specialists and private hospitals in parallel with marketing, brand and product awareness campaigns by offering products with cutting-edge technology at competitive prices to customers.

Our Partners

- Walk through clients (over than 9,000 clients).
- Private hospitals & Self-standing ENT clinics.
- Sub-dealer hearing care centres, Amman, Irbid, Zarqa'a.
- Hosting Unitron's MENA regional office from 2006- 2015.
- Hosting Sevantos MEA regional office since 2015.

Public & Gov. Business

As a well-recognized distinguished service provider company by public and governmental institutions, Optitones has been awarded several hearing aids and ENT medical supplies tenders for more than 10,000 beneficiaries.

Our Partners

- Royal Medical Services, since 2006.
- Ministry of Health, since 2007.
- Ministry of Social wellfare, since 2007.
- KAUH/ ENT department.
- Prince Hamza Hospital/ ENT department.

Social Responsibility Contribution

Outreach Program

Optitones introduced one of the very first vehicle-based audiological fully equipped mobile clinic in the region to reach and serve over 30,000 inhabitants in rural areas and remote communities in collaboration with international and local NGOs at affordable fees for hearing evaluations and onsite hearing aid fittings along with some Optitones-self donations.

Our Partners

- CBRCs- UNRWA, 16 Palestinians refugee camps.
- Holy Land Institute for the Deaf, Salt.
- South Association for Social wellfare, Ma'an & Tafelah.
- Aqaba economic zone in collaboration with Lafarge.
- Aqaba, Querah & Rashideyah.
- The Noor Al Hussein Foundation (NHF).
- Syrian refugee camps, Ajloun, Theban, East Amman.
- Norwegian Refugee Counsil (NRC) in collaboration with NHF, Amman.

Our Business Partners

audifon hearing systems

2020 | Optitones and audifon went in a regional business agreement to be the exclusive distributor for MENA region (19 countries).

BHM Nice to hear You again

2014 | BHM the Austrian manufacturer of Spectacles and bone conduction hearing aids.

SPIGGLE & THEIS Medizintechnik

2009 | The German manufacturer of Head & Neck, ENT surgical tools, devices & disposables.

Jabees

2020 | The American Hon Kong based manufacturer for combined hearing and audio streaming bluetooth systems.

MEDIZS

2014 | The Korean manufacturer of vision evaluation equipment and devices.

egger

2006 | The German manufacturer of laboratory equipment and materials for hearing aids and earmolds production.

Audio Service

2016 | Optitones and Sivantos went in a regional business development Consultancy agreement for MEA , &Optitones became a local agent of Audio service.

Cochlear®

2014 | Optitones is the sub-agent of the Australian cochlear implant manufacturer "Cochlear"

unitron

2006 to 2016 | Unitron the Canadian hearing aid manufacturer. Optitones Hosted Unitron regional MENA hub.

ReSound rediscover hearing

2015 to 2017 | GN Resound the Danish hearing aid manufacturer.

Grace Medical

2010 | The US manufacturer of middle ear prosthesis, grommets and ventilation tubes.

audifon
hearing systems

AUTHORIZED HEARING CARE PROFESSIONAL

PHOENIX HEARING, LTD

MIDDLE EAST & NORTH AFRICA

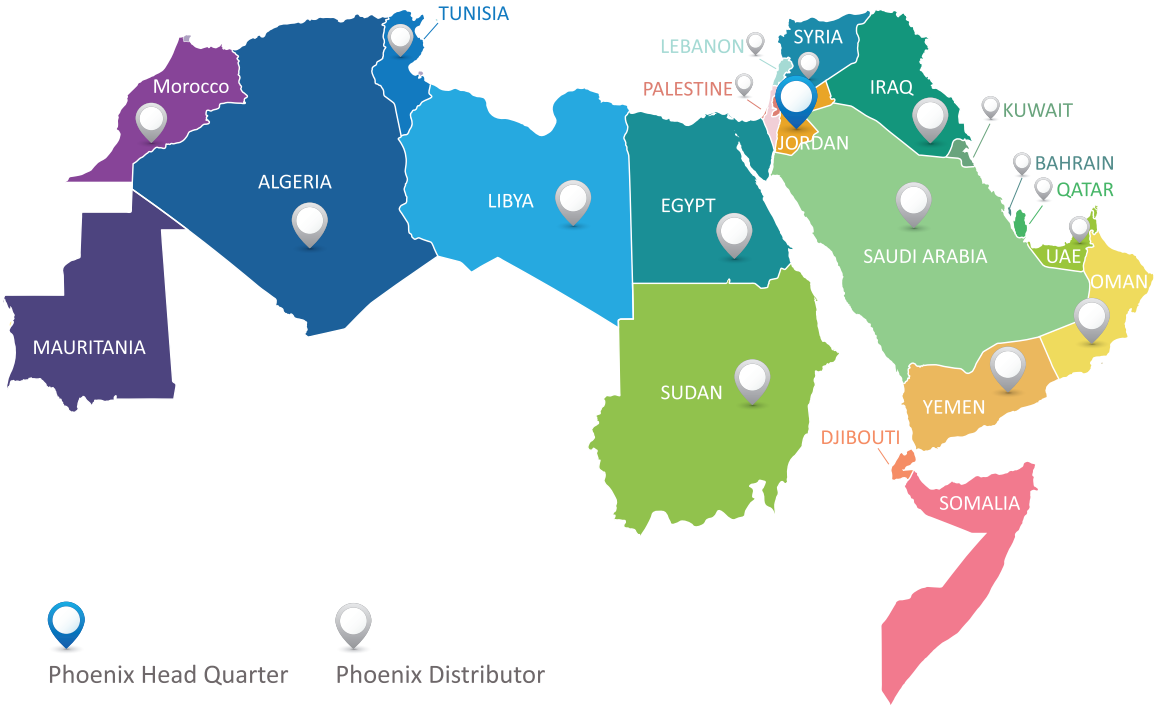
Jörg Hensel
CEO audifon GmbH & Co. KG

MADE IN GERMANY
audifon
hearing systems

Regional Business Excellence

A unique approach for the first time ever to appoint a master distributor for a region by a manufacturer!!
audifon and Phoenix Hearing, Ltd. had a business merge based on offering art of excellency services, support, training, marketing, sales and after sales services by implementing the most outstanding facilities, personnel, expertise Phoenix provides through it's long existence as regional hub for several international hearing aids manufacturers.

Phoenix Hearing is the exclusive master distributor of audifon's hearing aids and accessories for the below listed countries.



Jabees®
Love Life Love Music
BHearing
by Jabees
PSAP
Self Adjustment App
App version:1.0
Device is connected
Bluetooth Pairing
Hearing Test
Pair and Connect to Your Mobile Phone
Tip icon to choice the mode, Press 2 seconds for detail setting
Restaurant
Traffic
Outdoor
Noise Reduction
Low Cut
MFA
Reset to default
Jabees

With the aging and hearing habit, people will gradually lose low frequency, middle frequency, or high frequency sound sensitivity.
BHearing is aimed to help those who suffer from mild to moderate hearing impairment, so they can now understand conversation better in many different social settings and enjoy life better.

3-IN-1 *BHearing*

Hearing Amplifiers + Bluetooth Handfree + Wireless Music Streaming

A truly unique and revolutionary combination of technologies to deliver the maximum performance and benefits.

Reliability and quality
are the cornerstones of the
of egger's philosophy. Egger brings
its entire wealth of experience into the
comprehensive offers for laboratory
techniques. People from all continents
rely on Egger products and services.
and you can rely on Optitones
to deliver them to you.

Custom Made In-The-Ear Piece

Our In-house fully equipped laboratory supported by excellent expertise of professional technicians is capable to produce and manufacture a wide range of custom made ear piece made of soft and hard biological silicon coated by anti-bacterial lacquer to guarantee optimum comfort wearing and protection up to 12 hours of constant wearing.

In-The-Ear Piece Applications:

- Earmold and hearing aid's shell
- Security ear Plug- Standard
- Security ear Plug- Telecommunication
- Fire and manoeuvre ear protectors
- Noise protectors.
- Industrial noise protectors
- Swimming ear plugs
- Musicians
- Radio and TV hosts
- Racers and pit crews
- MP3 players
- Headsets of mobile devices
- Dictaphones in a secretary's office

MEDIZS

SMART SERIES

"Wouldn't it be fun to control with iPad?"

A little curiosity gave rise to a stimulus, which turned out to be innovation.

By this creative thinking, Medizs Bluetooth wireless communication system between ophthalmic equipment was developed to combine operation and customer management systems.

It was just a little curiosity! However, it became Medizs own identity.

MEDIZS' team listens to the market, and creates new products and services with innovation and high technology to meet all customers needs.

BHM develops and produces a variety of unique and high quality hearing aid products including, air-conduction and bone-conduction spectacle hearing aids, as well as other bone-conduction amplification solutions.
You can totally rely on us at Optitones to deliver these unique products to your patients and give them the opportunity to enjoy outstanding hearing and vision experience.

Nice to hear You again!

SPIGGLE & THEIS Medizintechnik GmbH is your reliable and competent partner in the field of ENT surgical instruments and disposables, and a specialist in the development, production and sale of products used in head & neck surgery.

SPIGGLE & THEIS
Medizintechnik

The Only US based company precisly specializd in otology, with vast range of middle ear implants and prosthieses to mimic real ear bones function, made of titanium, silicon and fluoroplastic.

Grace Medical is considered to be the highest ranked manufacturer with successful rate of 97% of operations conducted for over than 300,000 patients worldwide.

Grace Medical We Listen.

Contact our team to learn more about our cochlear implant services and technology… NOW!

KIDS ARE THE FUTURE! LET'S HELP THEM SUCCEED!

At Optitones, we give children very special care. We totally realize the importance of hearing, and speech for their future and success in life.

At Optitones, we do our best to reduce the negative impact of communication disorders on children by intervening as early as possible and providing the best technology and solutions to help them overcome their difficulties.

Cochlear®

Hear now. And always

Contact US..

شركة فونيكس للسماعات الطبية ذ.م.م

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