



## **New Myopia Profile Website Offers Enhanced Educational Resources**

*Expanded Functionality Elevates Myopia Management Learning Journey for ECPs*

**BRISBANE (August 14, 2023)** Myopia Profile, the globally recognized clinical myopia management information center for eye care professionals (ECPs), today announced the launch of its redesigned website, [www.myopiaprofile.com](http://www.myopiaprofile.com). The updated platform introduces an array of innovative features and expanded functionalities, curated to streamline and elevate the myopia management learning experience. In addition, two new features will further support ECPs by providing more in-depth product information and an advanced search functionality.

“The new website represents a significant step forward in our commitment to providing ECPs with essential resources for effective myopia management,” said Dr. Paul Gifford, co-founder of Myopia Profile. “A seamless user experience empowers the eye care community through a wealth of resources and insights that ultimately translate into better patient outcomes.”

### **Introducing the Myopia Control Product Compendium**

The revamped site includes a new Myopia Control Product Compendium ([www.myopiaprofile.com/products](http://www.myopiaprofile.com/products)), which combines articles, case studies, and science reviews with tailored information on products for myopia control. This world-first resource empowers ECPs to understand the available options, their effectiveness, and how to best prescribe them for patients’ unique needs. Each product listing within the Compendium includes direct links to specific topical articles, along with a collection of prescribing resources provided by the respective companies.

### **Enhanced Knowledge Centre with Advanced Search Capabilities**

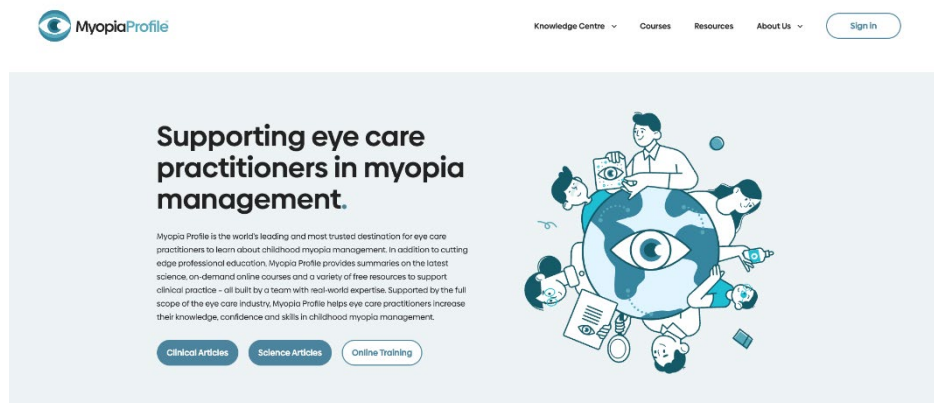
Another new addition is a user-friendly, powerful Knowledge Centre with enhanced search capabilities. ECPs can now effortlessly search this more than 500-piece encyclopedic volume of information for both clinical ([www.myopiaprofile.com/articles/category/clinical](http://www.myopiaprofile.com/articles/category/clinical)) and science articles ([www.myopiaprofile.com/articles/category/science](http://www.myopiaprofile.com/articles/category/science)). Open-field search provides instant access to sought-after knowledge. Guided search options are also available, where ECPs can explore by article type or choose from 22 curated topic headings.

“We invested countless hours in building the Myopia Control Product Compendium and the Enhanced Knowledge Center, driven by our belief in their potential to revolutionize

how ECPs approach research and treatment knowledge, and how it would ultimately impact patient care,” said Dr. Gifford.

The new website launch comes just ahead of Myopia Profile’s first annual Myopia Action Month, scheduled to begin in September 2023.

ECPs are invited to visit the new website at [www.myopiaprofile.com](http://www.myopiaprofile.com).



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## **About Myopia Profile**

From humble beginnings as a two-page PDF download, [Myopia Profile](http://www.myopiaprofile.com) has grown into a company fostering a thriving, engaged community of eye health professionals around the world, with millions of engagements across web and social media platforms. It is the largest and most popular multi-channel professional educational resource dedicated to childhood myopia management and public awareness. Join the discussion on [Facebook](https://www.facebook.com/myopiaprofile), [LinkedIn](https://www.linkedin.com/company/myopiaprofile), [YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8), and [Instagram](https://www.instagram.com/myopiaprofile).

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