



## Myopia Profile Enhances its Managing Myopia Reference Guide to Elevate Patient Care

*Free Multi-Part Resource Available for Download in 10 Languages*

**AUSTRALIA (NOVEMBER 28, 2023)** Myopia Profile, the internationally trusted clinical myopia management information center for eye care professionals (ECPs), today introduced its enhanced [Managing Myopia Guidelines Infographic](#), a high-value tool developed with input from clinicians and industry advisers. This user-friendly resource simplifies myopia management processes and practices, empowering ECPs in prescribing, communication, and ongoing care for young patients. Originally launched in 2019 and downloaded by thousands, the guide has been extensively updated and is now available in 10 languages, with another seven in current development.

“Introducing the revised Managing Myopia Guidelines Infographic is an important step in our ongoing mission to transform myopia care practices,” said Dr. Kate Gifford, co-founder of Myopia Profile. “This resource streamlines complexities and helps ECPs deliver optimal patient care by offering engaging and evidence-based prescribing guidelines and communication strategies. From the initial exam chair consultation to post-visit education and long-term clinical care, it guides practitioners in every step of the myopia management journey.”



The infographic contains two components differentiated by their color schemes. The predominately blue section is a chairside reference guide for ECPs, offering information on myopia risk factors, prescribing recommendations, follow-up schedules, and evaluation of long-term outcomes. The multi-colored section assists with patient and parent

communication tactics, including addressing visual environments, available interventions, the ease of children wearing contact lenses, and myopia management's importance. A companion take-home brochure for parents and careers is also provided for those seeking further information. QR codes provide links from the Infographic to further information on MyopiaProfile.com for ECPs, and to MyKidsVision.org for parents and careers. It can be used as a digital display or printed in a variety of sizes for use as a practice wall poster or handheld communication tool.

To facilitate the integration of the Infographic guide into daily practice, Myopia Profile has developed accompanying resources to assist ECPs in its effective utilization. A feature article, "[Using the Managing Myopia Guidelines Infographics](#)," not only provides valuable insights but also includes links for additional reading on the evidence base and communication tips housed on MyKidsVision.org. Dr. Gifford further elaborates on practical applications in a [video](#) available on [Myopia Profile's YouTube channel](#).

"Our commitment extends beyond the creation and design of the infographic to guarantee that ECPs also have the necessary information to integrate it into their practices, including in clinical communication and staff training," said Dr. Gifford. "Ensuring they can effectively leverage this resource is essential for enhanced patient care and education."

The infographic is available as a free download on [MyopiaProfile.com/Resources](#).

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### **About Myopia Profile**

From humble beginnings as a two-page PDF download, [Myopia Profile](#) 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](#), [LinkedIn](#), [YouTube](#), and [Instagram](#).

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