



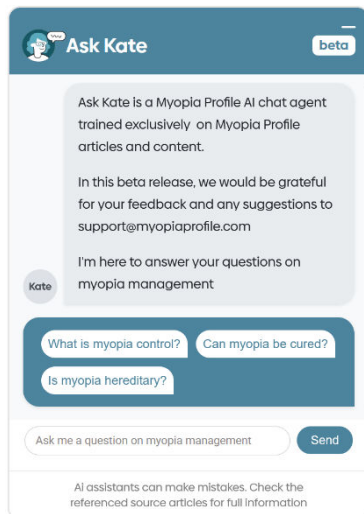
Myopia Profile Announces Ask Kate: AI-Powered Assistant for Myopia Management

Real-time, evidence-based guidance designed to help eye care professionals confidently navigate the evolving challenges of childhood myopia care

BRISBANE (September 22, 2025) - [Myopia Profile](#), the leading global resource on clinical myopia management, today announced the invite-only launch of **Ask Kate**, an AI-powered virtual assistant designed to support eye care professionals (ECPs) manage the evolving challenges of childhood myopia. Trained exclusively on Myopia Profile's extensively referenced and clinically validated content, Ask Kate delivers real-time, succinct, evidence-based responses to cut through the overwhelming volume of information and potential AI inaccuracies common in today's digital environment.

Initial access to Ask Kate is being granted via invitation, with additional practitioners accepted through a registration system at portal.myopiaprofile.com/ask-kate-invite. The timing of this debut during [Myopia Action Month](#) underscores Myopia Profile's commitment to empowering ECPs with practical, evidence-based tools to take action against childhood myopia.

"We created Ask Kate to help busy ECPs cut through the noise of today's information overload," said Dr. Kate Gifford, co-founder of Myopia Profile. "AI is a powerful tool for learning, but it can also overwhelm users with excessive, sometimes misleading or inaccurate content. That's why Ask Kate is built on our rigorously vetted, evidence-based resources, to deliver clear, succinct, and trustworthy answers that practitioners and families can rely on to make informed decisions."



Ask Kate bridges the gap between clinical depth and practical clarity, drawing from the regularly updated content of [MyopiaProfile.com](https://myopiaprofile.com) and [MyKidsVision.org](https://mykidsvision.org). This dual foundation allows Ask Kate to speak the language of practitioners while also offering simplified, parent-friendly explanations to support everyday conversations with families.

“Using Ask Kate has been helpful because I trust the source,” said Debbie Jones, Clinical Professor at the School of Optometry & Vision Science, and Lead Clinical Scientist, Centre for Ocular Research & Education (CORE). “It’s reassuring to have a resource designed specifically for our profession that provides clear, accurate, and research-backed answers tailored to individual needs.”

Looking ahead, Ask Kate’s functionality will be spotlighted in Boston during the American Academy of Optometry Annual Meeting (AAO 2025). Dr. Gifford will present results of a pilot study in the Optometric Education paper session on **Thursday, October 9, at 1:45 p.m.** The study demonstrated that Ask Kate was more accurate and succinct compared to five standard generative AI platforms, showcasing its unique value as a profession-specific tool for myopia management. Dr Gifford will also overview current challenges and opportunities presented by the use of AI in health care and professional education.

The invite-only launch of Ask Kate marks the first phase in Myopia Profile’s AI initiative, with broader access planned as the tool scales and engagement grows. A second version, designed for parents and caregivers through the MyKidsVision.org platform, is currently in development and will feature simplified language and curated links to help families better understand childhood myopia and management options.

To learn more about Ask Kate or to register interest for access, visit portal.myopiaprofile.com/ask-kate-invite.

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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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