

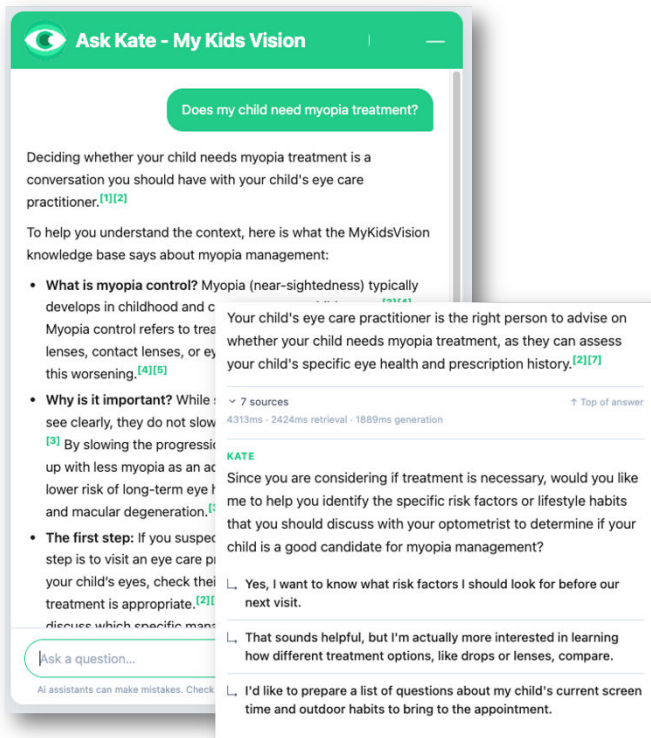


Myopia Profile Expands Ask Kate to Families, Opens Access During Myopia Awareness Week

AI-Powered Assistant Gives Eye Care Professionals and Families Trusted, Evidence-Based Answers on Childhood Myopia

BRISBANE (May 12, 2026) - [Myopia Profile](#), the leading global provider of evidence-based myopia management education, today announced the launch of *Ask Kate* for families on its consumer-facing site [MyKidsVision.org](#). The expansion builds on the AI-powered assistant's initial debut for eye care professionals (ECPs) on Myopia Profile's professional platform [MyopiaProfile.com](#). During Myopia Awareness Week, May 18-24, the company is making *Ask Kate* freely available and open access across both platforms, to help more ECPs and families access trusted, evidence-based guidance on childhood myopia.

Ask Kate is an AI-powered assistant trained exclusively on Myopia Profile's peer-reviewed, clinically validated content. The new consumer version is designed to help parents and caregivers better understand childhood myopia, ask questions in plain language, and navigate treatment options with confidence.



“Artificial intelligence is becoming a part of everyday learning, but trust remains essential, especially in healthcare,” said Dr. Paul Gifford, co-founder of Myopia Profile. “Named for my co-founder, Dr. Kate Gifford, and inspired by her global leadership in clinical myopia management, it’s a

signal that even as AI becomes more common, clinicians still need sources they can trust. Our preliminary research found that nine in ten eye care professionals surveyed have used an AI tool in the past year, yet when it comes to clinical myopia questions, they almost always cross-check responses before acting on them. *Ask Kate* was created to meet that need for fast, reliable answers grounded in evidence.”

Myopia Profile’s preliminary research also found that the majority of surveyed ECPs said they would trust an AI assistant trained exclusively on peer-reviewed, clinically validated content. In addition, more than two-thirds said they would recommend a trustworthy AI-powered parent information tool to families managing childhood myopia.

“These insights tell us practitioners want innovation, but only when it is built responsibly,” said Dr. Paul Gifford. “Families are searching online for answers every day. Resources like *Ask Kate* gives them a place to ask questions and receive clear, accurate information they can feel confident discussing with their child’s eye doctor.”

Ask Kate draws from the regularly updated educational libraries of Myopia Profile and My Kids Vision, combining clinical rigor with accessible language. Users can ask questions about childhood myopia, treatment options, eye growth, lifestyle factors, and more, receiving responses tailored to either professional or family audiences.

“Myopia Awareness Week is an important global event for eye care practitioners and the industry to work together in increasing understanding about childhood myopia,” said Dr. Kate Gifford. “The conversations I have with colleagues every day show me that this is happening; we can enable this on an even larger scale by using the right tools.”

To explore *Ask Kate* during Myopia Awareness Week, May 18 – 24, visit MyopiaProfile.com or MyKidsVision.org. Information on continued access will be shared soon.

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About Myopia Profile

From humble beginnings as a two-page PDF download, [Myopia Profile](http://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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