

"In a split second, my life flashed before my eyes!"

The hero of a paperback novel describing a moment of mortal danger? Not at all. Simply the comment of a physician seeing AMA's computerized physician records for the first time.

The visitor was seated in front of a television screen as his code numbers were pressed by the operator. In one fifth of a second—the time it takes to blink—his complete record appeared on the screen, including date of birth, medical education, type of practice, American Board affiliations, specialty society memberships and other pertinent information. AMA keeps more complete records on physicians than any other profession has on its members. To answer the approximately 200 requests a day for information, clerks formerly had to go through files, find, remove and read the record cards.

Now the computer—an IBM 360-40, known to the key-punch operators, programmers, systems analysts and operators as Mod-40—does the job for them in a

BRINGING RECORDS TO LIFE

