



Left to right, David Payes, Philip Weinman and Alan Kras: More sales to specialists

## Just what the doctor ordered

A Melbourne software company says doctors are turning to computers

**T**he introduction of Medicare will increase the use of computers by doctors, according to software house HiSoft.

Doctors are concerned about charges of overservicing, and by using a computer they can more easily keep track of when and why they have seen a patient.

If they do not bulk bill, they will need to keep tight control of their accounting practices. If they do, they will need to know how much the government owes them.

The three HiSoft directors, Alan Kras, David Payes and Philip Weinman, say they aimed their marketing at general practitioners initially, but were surprised to find they got more sales with specialist surgeons. They believe this is a result of less resistance to technical change among surgeons who, because of the rapid obsolescence of knowledge in their own field, are more prepared to learn new skills.

HiSoft markets the IBM Personal Computer in a complete package of hardware, software and support in the professional and corporate area.

The company recently won the IBM award for dealer of the year from a field of 67 IBM computer dealers. Trevor Chambers, who handles IBM's high-volume sales areas such as personal

computers and typewriters, says the award was based on sales volume and a survey of customer satisfaction.

HiSoft has a flexible structure, with the three directors sharing decision-making in technical, commercial and marketing areas.

Turnover for the 1983 calendar year was \$4 million — up from \$400,000 in the 12 months before the release of the IBM Personal Computer. Turnover is expected to be more than \$5 million this year.

HiSoft intends to concentrate on customers wanting a network of terminals, although it also hopes to benefit from the long-awaited release of the IBM PC Junior, which Payes is confident will be out this year.

In spite of its marketing success, most of the company's staff is involved in technical work. It has 14 programmers, compared to three people in marketing and four in support.

HiSoft has its headquarters in Melbourne and has an office in Queensland. It is negotiating for an office in Sydney.

The directors believe the difference between mini-computers and micro-computers is becoming blurred as micros become more powerful. A sophisticated mini-computer used to cost \$60,000 to \$100,000. Now, users can get the same for less than half that.

Within five years, they say, there will be a micro on every desk. Payes says even the conservative legal market is turning to computers for cost saving in administrative work. He says a personal computer can provide the lawyer with accounting services and quality word-processing for only \$13,000.

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