TABLE 31.—MISCELLANEOUS MEDICAL SCHOOL FINANCIAL DATA, 1958–1967

	1958–59	1965–66	1966–67
EXPENSE ITEMS BY SOURCE OF FUNDS			
1. Expenditures for teaching, training, and research from all Federal grants, contracts, and subsidies	$94,900,339	$474,948,244	$524,685,047
2. Expenditures for research paid by nonfederal divisions of government	2,855,129	12,081,831	12,732,011
3. Expenditures for research from nongovernment gifts, grants, and contracts	31,937,435	48,179,199	52,522,271
(a) Paid by industry	5,800,286	8,779,751	9,001,266
(b) Paid by foundations	8,277,327	15,092,399	16,926,247
(c) Paid by voluntary health agencies	12,935,649	15,908,032	16,823,251
(d) Paid by individuals or other organizations	4,924,173	8,399,017	9,771,507
4. Expenditures for equipment purchased from school funds but not included in "Summary of Medical School Financial Reports"	$4,186,842	$5,627,795	$6,552,600
5. Number of schools in which operating income exceeded operating expenses	(12)	(13)	(11)
6. Total operating surplus funds of colleges referred to in item 5	$941,541	$2,938,933	$2,709,106
7. Disposition of operating surplus of funds referred to in item 6:			
(a) Held for future operations		2,137,850	2,252,895
(b) Held as part of general university funds	941,541	79,052	110,074
(c) Used for purchase of equipment, improvement of facilities, etc		600,000	32,924
(d) Refunded to State treasury or paid to university as reimbursement for services		122,031	313,213
8. Unrestricted university funds used to support medical school operations (exclusive of State appropriations)	10,953,600	25,049,323	23,175,461
9. Source of funds referred to in item 8:			
(a) General university unrestricted gifts and grants		632,390	1,514,519
(b) Profit on auxiliary enterprises (bookstore, snack bar, etc.)		2,244,311	2,491,708
(c) Allocated from miscellaneous university income and reserves		17,235,633	13,718,435
(d) Unrestricted university endowments		4,936,989	5,450,799
10. Percentage of total medical school expenditures applicable to regular operating programs (excluding sponsored programs)	55	42	42
11. Percentage of total medical school expenditures for all sponsored programs	45	58	58
12. Percentage of total medical school expenditures for sponsored research	36	43	41
13. Percentage of total medical school expenditures paid by Federal funds	30	54	52
14. Percentage of sponsored research paid from Federal funds	65	82	82
15. Percentage of sponsored research paid from non-Government funds	35	15	15
16. Percentage of sponsored research paid from state and local government funds		3	3
17. Percentage of total medical school expenditures paid for Federal research	23	35	34

APPENDIX IV

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A SURVEY OF PHYSICIANS' REACTIONS TO DRUG PROMOTION

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The purpose of this study was to obtain an objective assessment of how physicians react to current drug promotional methods and whether they feel that they are being provided with enough reliable information on drugs to meet their requirements for prescribing. It was considered possible that the posing of certain questions on drugs might encourage more physicians to greater participation in formal programs of continuing education.

METHOD

To test the reactions to drug promotion, a list of questions was compiled which was revised repeatedly after consultations with several practising physicians, pharmacologists and a pharmacist, and with the aid of Payne's "The Art of Asking Questions". (1) The questionnaire was pretested by two local practition-

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NOTE.—Numbered references at end of article.