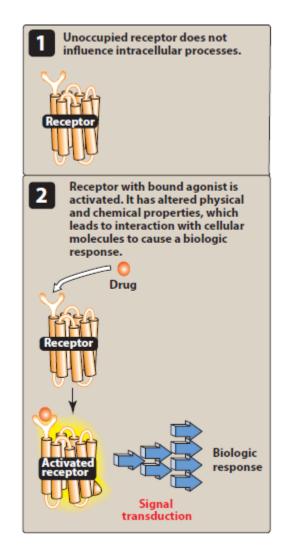
- Receptor: specialized target macromolecules present on the cell surface or within the cell.
- The drug—receptor complex initiates alterations in biochemical and/or molecular activity of a cell by a process called signal transduction



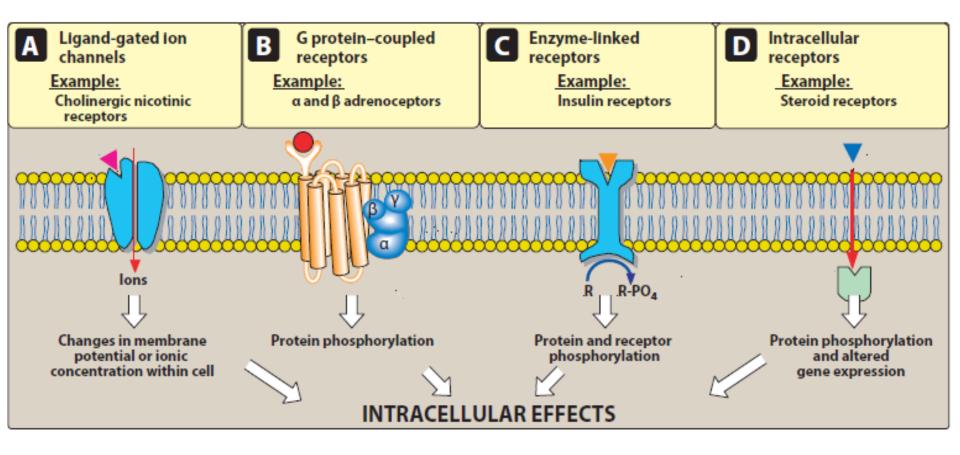
- Drugs act as signals, and their receptors act as signal detectors
- initiating a series of reactions that ultimately result in a specific intracellular response
- Agonist is a naturally occurring small molecule or a drug that binds to a site on a receptor protein and activates it

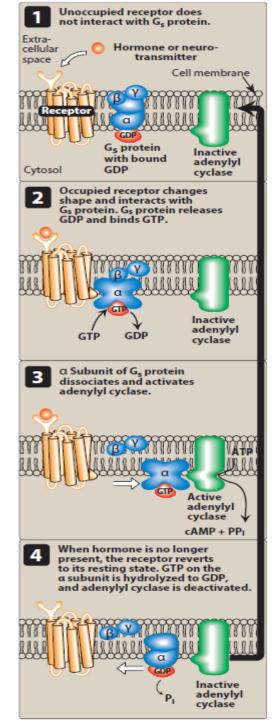
- "Second messenger" or effector molecules are part of the cascade of events
- The magnitude of the response is proportional to the number of drug- receptor complexes
- Most receptors are named for the type of agonist that interacts best with it
- Not all drugs exert their effects by interacting with a receptor, E.g: Antacids chemically neutralize excess gastric acid, thereby reducing the symptoms of "heartburn."

 Receptors exist in at least two states, inactive (R) and active (R*), that are in reversible equilibrium with one another, usually favoring the inactive state.

 Pharmacology defines a receptor as any biologic molecule to which a drug binds and produces a measurable response.

Types of Receptors

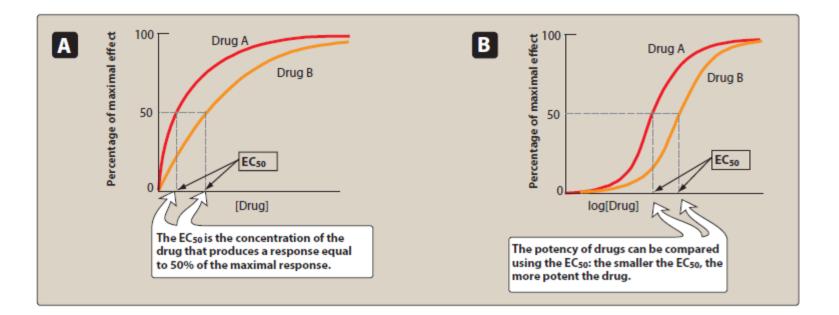




- Signal transduction has two important features:
 1. Signal amplification:
- A characteristic of G protein–linked and enzymelinked receptors is their ability to amplify signal intensity and duration.
- 2. Desensitization and down-regulation of receptors
- Changes in the responsiveness of the receptor
- When a receptor is exposed to repeated administration of an agonist, the receptor becomes desensitized (tachyphylaxis)

- Some receptors, particularly ion channels, require a finite time following stimulation before they can be activated again
- During this recovery phase, unresponsive receptors are said to be "refractory."
- Up-regulation of receptors can make the cells more sensitive to agonists and/or more resistant to the effect of the antagonist.

• The magnitude of the drug effect depends on the drug concentration at the receptor site



• Efficacy: Efficacy is the magnitude of response a drug causes when it interacts with a receptor.

• Intrinsic activity of the drug is the ability of drug to activate the receptor and cause a cellular response.

