# IUPHAR Pharmacology Education Project – Development, Structure and Future www.pharmacologyeducation.org

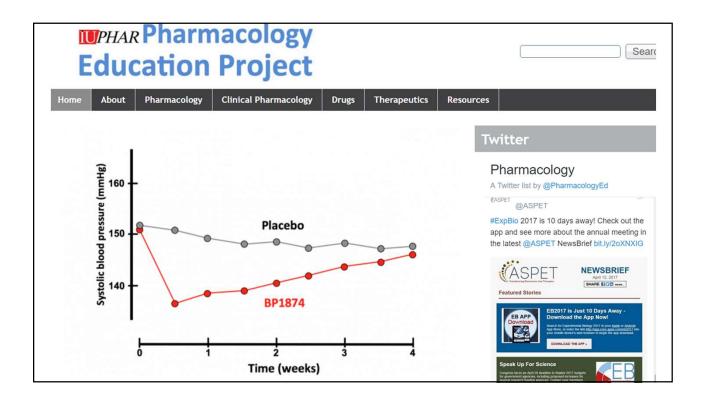
John L. Szarek, PhD, CHSE Geisinger Commonwealth School of Medicine

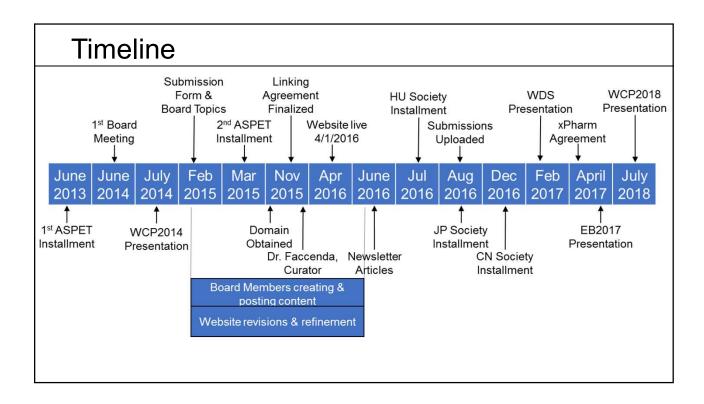
### Objectives

- Describe the development and organization of the IUPHAR Pharmacology Education Project (PEP)
- Outline the hierarchical structure of the PEP website
- Recognize the potential for use of PEP
- Compare and contrast PEP with other resources
- Explore how you can implement PEP
- Collaborate with colleagues to grow PEP

#### Conception

- IUPHAR
  - Guide To Pharmacology, a database of receptors and ligands
  - An authoritative resource for pharmacological information of value in drug discovery
  - Recognized need for bringing pharmacological sciences education to a broader audience
  - PEP was created as a companion website for the *Guide* to *Pharmacology*



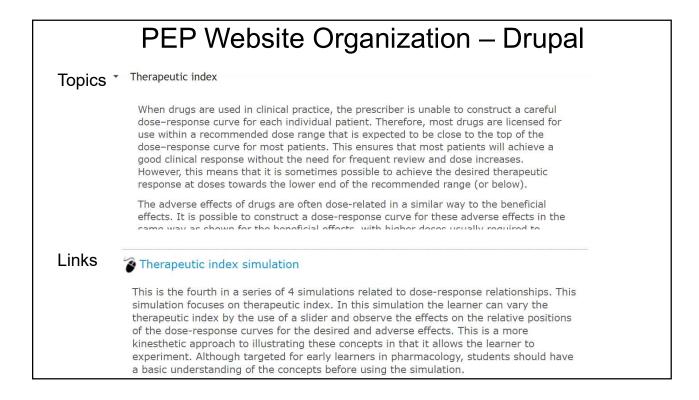


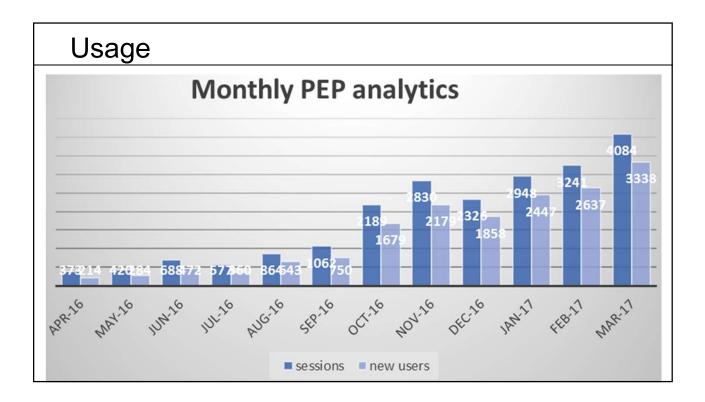
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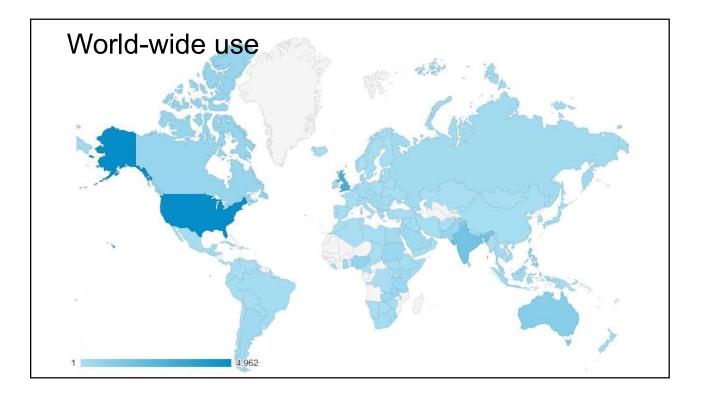
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<b>W</b> PHAR Pharm Education						
Home About Pharmacology	Clinical Pharmacology Drugs Therapeutics Resources					
Pharmacology	View Edit					
Pharmacodynamics	Pharmacodynamics					
Receptors						
Ion channels	Pharmacodynamics is the study of how drugs have effects on the body. The most common mechanism is by the interaction of the drug with tissue receptors located either in cell membranes or in the intracellular fluid. The					
Enzymes	extent of receptor activation, and the subsequent biological response, is related to the concentration of the					
Other targets of drug action	activating drug (the 'agonist'). This relationship is described by the dose-response curve, which plots the drug					
Peptides	dose (or concentration) against its effect. This important pharmacodynamic relationship can be influenced by					
Other chemical mediators	patient factors (e.g. age, disease) and by the presence of other drugs that compete for binding at the same receptor (e.g. receptor 'antagonists'). Some drugs acting at the same receptor (or tissue) differ in the magnitude of the biological responses that they can achieve (i.e. their 'efficacy') and the amount of the drug required to achieve a response (i.e. their 'potency'). Drug receptors can be classified on the basis of their selective response to different drugs. Constant exposure of receptors or body systems to drugs sometimes leads to a reduced					
Desensitisation and tachyphylaxis						
Dose-response relationships						
Drug absorption						
Drug distribution						
Drug metabolism						
Drug excretion						
Autonomic Pharmacology	Therapeutic index					
The Parasympathetic Nervous System	<ul> <li>Receptor selectivity</li> </ul>					
The Sympathetic Nervous System	<ul> <li>Efficacy and potency</li> </ul>					







Differences								
Competitor Profile								
	PEP	Books	Google/ Wikipedia	Pharm Societies	Online courses			
Free	Yes	No	Yes	Yes*	No			
Peer-reviewed	Yes	Yes	No	No	No			
Accepts content	Yes	No	Yes	Yes	No			
Commentary§	Yes	No	No	No	No			
Content can be used in teaching	Yes	Yes <sup>†</sup>	In Some Cases	Yes	No			
Easily searchable	Yes	No	No	No	No			
Readily accessible	Yes	No	Yes	Yes	No			

### Implementation

Secondary source for basic pharmacology courses Student formulate submission Pre-work for flipped classroom Not reinventing the wheel

Add assessment Evidence based medicine



### **Curators of Content**

"Anyone can now learn anything from anyone at anytime"

(Bonk 2009, The World is Open, p 7)

"Of course, there are constraints related to the relevance and accuracy of the information found online...."

(Bonk 2009, The World is Open, p 35)

## Get Involved!

- Use the site & encourage others to use it www.pharmacologyeducation.org
- Contribute content to the site
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- Follow us on Twitter
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