

**PHARMACY:** Pharmacist/owner, Gibson's Pharmacy, Dodge City, Kan.

**AGE:** 37

**FAMILY:** Wife, Krista (also a pharmacist); sons Landon, 11, and Levi, 8.

**EDUCATION:** University of Kansas School of Pharmacy, 2009.

**FAMILY BUSINESS:** Matt's dad opened the pharmacy in 1981, in the back of a Gibson's Discount Center. The chain operated almost 700 stores in the early 1980s but has only four stores today. When Gibson's left Dodge City, the pharmacy expanded but kept the established Gibson's name.

**FRONT-ROW SEAT:** Matt considered other options, but always came back to pharmacy. "I saw opportunity in the profession. I understood what my dad did, and I respected that."

**SKY KING:** Matt has a pilot's license and loves to take quick trips with his family.

**INDEPENDENT PHARMACY'S MOMENT:** "I think there's a general distrust of large organizations out there. We need to seize on that. This is the time to show what an independent is capable of."

**IT STARTS WITHIN:** For years, pharmacists have "given away" their counsel and expertise, Matt says. The profession has to regroup and change its thinking. "We have to be smarter about the services we provide. We have got to realize our value. People will pay for these services."

**PHARMACY PASSION:** "Improving outcomes. Making people's lives better."

**INVOLVING PATIENTS:** "We talk about PBMs. The public needs to, too. They need to ask questions and demand answers. I'm convinced that we've allowed PBMs to get so big that government is the only thing that can rein them in."

**NCPA'S VALUE TO ME:** "The connections. I just got back from the convention – it was great spending time with people who are at the top of their game, who are involved and are there to help and support you."



Photo by Josh Roesener

**Matthew Morrison,  
PharmD**