

Greg Firestone, Author and Ignite Market Access Co-Founder, Releases Revised Version of Swimming with the Supertankers

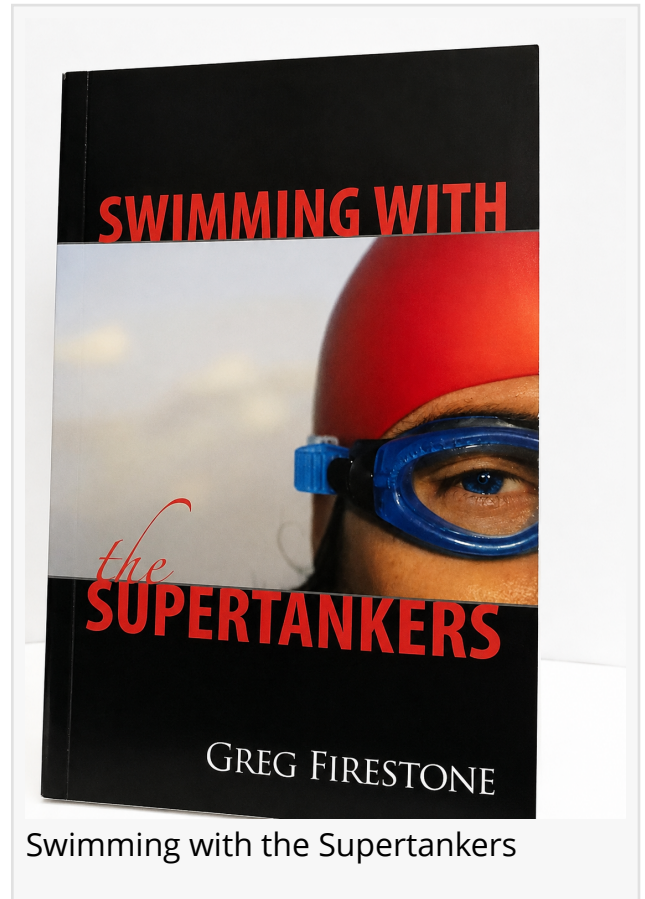
The revised version shares insights from senior healthcare supply chain executives, Bellwether League Foundation award recipients, and author Greg Firestone.

TAMPA, FL, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- [Ignite Market Access](#) today announced free access to the revised version of the original book transcript "[Swimming with the Supertankers](#)", which was written as a guide for suppliers developing go-to-market strategies and contractual relationships that mutually align with hospitals, health systems and IDNs.

"The original transcript and book were released for sale in 2006. Now more than twenty years later it's simply amazing how relevant this book is, which speaks to the nuances around the complexities of acute care supply chain," said [Greg Firestone](#), Author, "Swimming with the Supertankers" and Co-Founder and Principal of Ignite Market Access.

Ignite Market Access works with healthcare suppliers and healthcare private equity and venture capital firm's portfolio companies to refine product positioning, align clinical and financial value propositions, identify and pursue contracting opportunities, and build strategies that support system-wide purchasing and market penetration. The revised book transcript can be secured by visiting Ignite Market Access website at www.ignitemarketaccess.com

"Successful market penetration requires more than a valuable product offering," said Firestone, "It requires a deep understanding of the healthcare ecosystem and acute care supply chain, the ability to engage the right stakeholders at the right time, and practical experience translating market insight into commercial execution. That was the original intent of the book, and it remains the same today."



About Ignite Market Access

Ignite Market Access is a healthcare market access advisory firm helping medical supply companies, healthcare-focused private equity firms, and venture-backed healthcare businesses accelerate adoption, strengthen contracting strategies, and expand commercial growth. The firm advises clients on go-to-market strategy, value proposition development, channel partner engagement, pricing strategy, GPO and IDN contracting, and market access expansion

Lisa Ponssa

Ignite Market Access

+1 813-928-0414

lisa@ignitemarketaccess.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/937689581>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.