

From One ‘Health Towers’ to Every Healthcare Facility Everywhere: How a Setback Became an Opportunity

By Tabitha Ponte — Published on December 26, 2025

Phiibi was born to serve Health Towers.

The assisted living development in Orlando was fully entitled to serve 900 residents: a community where artificial intelligence wouldn't replace human care but amplify it. Where residents had instant access to information about their environment, their care and services, their health, and their daily lives. Where families could understand exactly how the building was designed to support their loved ones.

Orlando was first. Miami, and Chicago were already in the planning pipeline. Denver and Portland would have later followed.

My vision of Health Towers hasn't disappeared permanently, but financing didn't come together when it needed to, and the project remains stalled. The steep cash equity requirements have never been met and the timing in market has been remarkably poor, particularly given what we know about demand. Every demographic projection tells the same story: the next twenty-five years will see unprecedented need for quality assisted living facilities, especially when serving the “missing middle” market. We were solving the missing middle with affordability created by volume, and the addition of medical care on premises. The fact is the market isn't shrinking. If anything, Health Towers addressed exactly the gap that will only continue to widen.

Still, development timelines don't bend to demographic certainty, or to residents in need. Capital markets have their own logic, and sometimes that logic is none. Actual Care isn't profitable, ongoing illness management is actually what currently is.

For a brief period, I wasn't sure what to do with Phiibi. An AI built for a building that might not exist for years, if ever. How could I reconcile my vision of the technology with its purpose then?

Then the obvious struck me: the problem Phiibi was designed to solve isn't unique to one development in Central Florida. It exists wherever healthcare facilities are planned, designed, built, and operated. Not just long-term care facilities, but all healthcare facilities including inpatient and outpatient. The knowledge required to create healing environments remains fragmented, and behind decades of failing institutional memory. Most of it also stays inaccessible or incomprehensible to the people who need it most.

So Phiibi has evolved. What began as a tool for one project became something larger: Phiibi 4.5, a Healthcare Facilities AI available to anyone, anywhere, for just \$7.99 a month, with democratized and unlimited access.

Health Towers may yet find its moment. The fundamentals haven't changed. The demand is only growing. My vision hasn't died. But in the meantime, what was conceived for 900 residents in the urban core of a single market can now support healthcare projects serving communities worldwide.

A stalled project in Orlando has become an open door to the world.



*Tabitha Ponte is a Florida licensed architect and construction manager, who specializes in healthcare facilities, and is the CEO of **Ponte Health**, developer of **Health Towers**, and creator of **Phiibi**, available to all at: phiibi.ai*