

Summer 2026

Ageing Well

FOR A HEALTHY, VIBRANT, AND ENGAGED COMMUNITY

Comfortable Making a Difference

Neil Goforth and
Comfort Keepers



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Aging Well

FOR A HEALTHY, VIBRANT, AND ENGAGED COMMUNITY

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Great People Connecting Communities

On the cover

Read on page 8

Comfortable Making a Difference: Neil Goforth and Comfort Keepers Neil speaks with us about joining Comfort Keepers and providing at-home care for older adults.

Photography: Neil and Jennifer Goforth receiving an award for their work with Comfort Keepers.



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2 SOUND FAMILIAR?

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What if healthcare costs increase?

Can we afford home repairs?

We don't want to leave the home we love.

How do we stay financially secure?

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4 HOME EQUITY MAY HELP YOU AGE IN PLACE.

- ✓ Age in place
- ✓ Make home improvements
- ✓ Cover healthcare expenses
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- ✓ Preserve other retirement assets
- ✓ Improve monthly cash flow



5 WHY MORE SENIORS ARE CHOOSING TO AGE IN PLACE

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6 IS A REVERSE MORTGAGE RIGHT FOR YOU?

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Comfortable Making a Difference

Neil Goforth and Comfort Keepers

By Hollie Grimaldi Flores

Neil Goforth grew up in Wheatland, California, and the greater Yuba County area, living the ranch life as a kid and eventually moving to Browns Valley after graduating from Wheatland Highschool.

He spent 23 years working for a popular carbonated soda franchise in Yuba City, starting out sorting bottles and part time route work, before moving into middle management. Learning from a “great mentor” gave him solid training ground for; how to manage a business, how to be involved in community, and how to treat people. But eventually the time came to decide to launch something of his own or stay put.

Goforth explained, “I was a little over forty and decided if I was ever going to strike out, now was the time to do it. My wife and I decided we could swing it.”



Comfort Keepers office staff

“When we first started, people didn’t really know what in-home care was, so we did marketing and other things to tell people there was such a thing as having someone come to your home, and help you stay in your home, and help you do the things you couldn’t do anymore,”

—Neil Goforth,
Owner, Comfort Keepers

Along with his wife Jennifer, who is a nurse practitioner, he decided to look for a business prospect they could run on their own and stumbled upon a franchise opportunity called Comfort Keepers. Being part of a franchise afforded them with a tried system, so they did

not have to “reinvent the wheel.” So, the couple took a chance, bought the franchise, and opened their doors with just four caregivers in 2002, and in his own words, “it has blossomed ever since.”

Now employing close to 100 caregivers, Comfort Keepers provides assisted living in the home. “We are non-medical, so we do activities of daily living that help people stay safe in their own home,” Goforth explained. “Feeding, bathing, toileting, medication reminders, that kind of thing.”

“When we first started, people didn’t really know what in-home care was, so we did marketing and other things to tell people there was such a thing as having someone come to your home, and help you stay in your home, and help you do the things you couldn’t do anymore,” he said.

Most insurance plans offer limited coverage for these services. VA benefits, some long-term care insurance policies, and occasionally work-

ers’ compensation may cover part of the cost. However, most people pay for these services out of pocket.

Goforth’s Comfort Keeps franchise covers Yuba, Sutter, and Nevada County, part of Auburn and some “open territory” that includes Oroville, Chico, Williams etc. So, it is safe to say they are all over!

They carry equipment such as personal emergency response systems that offer technology to help safely keep your independence.

The joy of helping people — both clients and those who serve the clients — is what makes owning the company worthwhile, Goforth said, “I enjoy helping people and I enjoy being an employer. Sure, it can be frustrating and all that, but giving people a decent place to work has also been very rewarding.”

Cultivating a positive workplace is an achievement that pays off, “I have the greatest team ever. I keep saying that, and it is true. We are big on family. We like to try to be flex-



SNMH Golf Event

ible so if someone has something going on we have a lot of communication. We do little appreciation things to try to show our employees they really are important, and all of us in the office have an open door policy.” Goforth shared. “If someone has a problem they can come in and talk. If we can help them, great and if we can’t, we’ll get them to where they need to go for help.”

Being blessed with a good business, Neil said he thought it would be fun to give back to the community and has been involved in many projects with a mission to assist others. He is a past board member of FREED Center for Independent Living and was part of the group that worked to secure a Marysville bypass. He has also worked with business and community healthcare partnerships including the Yuba City Healthcare Council and more. Comfort Keepers is often seen supporting any number of nonprofit events.

At 66, Goforth said he can see himself retiring “one of these days”; and he has started to cut back on his time in the office. While noting that he has a great staff and isn’t as active in

the community as he once was, Goforth said that in his free time he enjoys maintaining his property and traveling. He and Jennifer can also be found wherever family activities are taking place.

Neil and Jennifer have been married 35 years with two grown daughters and three grandchildren. He said his eight-year-old granddaughter is playing All-Stars baseball, and they enjoy watching her play. “It’s a hoot,” he said.

The success of Comfort Keepers has afforded the Goforth’s a good life that has included award winning years within the company. But what has been the most meaningful part of having the franchise, is the impact they have been able to have on the communities they serve.

“We are very grateful for the support the communities have given us,” he said. They have been named “Best of” a couple of times and last year their office was in the top 20 single owners in Comfort Keepers system of over 700.

“There was a saying in the office of that job I left 25 years ago that basically read, ‘Hire

good people. Train them to do their job and then get out of their way and let them make you famous,” he said, “My team is amazing; they take the reins and run with it.”

“Never in my wildest dreams did I think I would have 100 employees and a business that was in the top of the system, but my payoff is when someone comes up and says, ‘You made a difference.’”

—Neil Goforth,
Owner, Comfort Keepers

The experience of owning the company has been beyond any expectations. Goforth concluded, “Never in my wildest dreams did I think I would have 100 employees and a business that was in the top of the system, but my payoff is when someone comes up and says, ‘You made a difference.’”



Neil Goforth and the whole family

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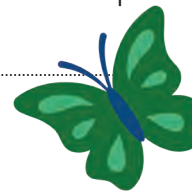
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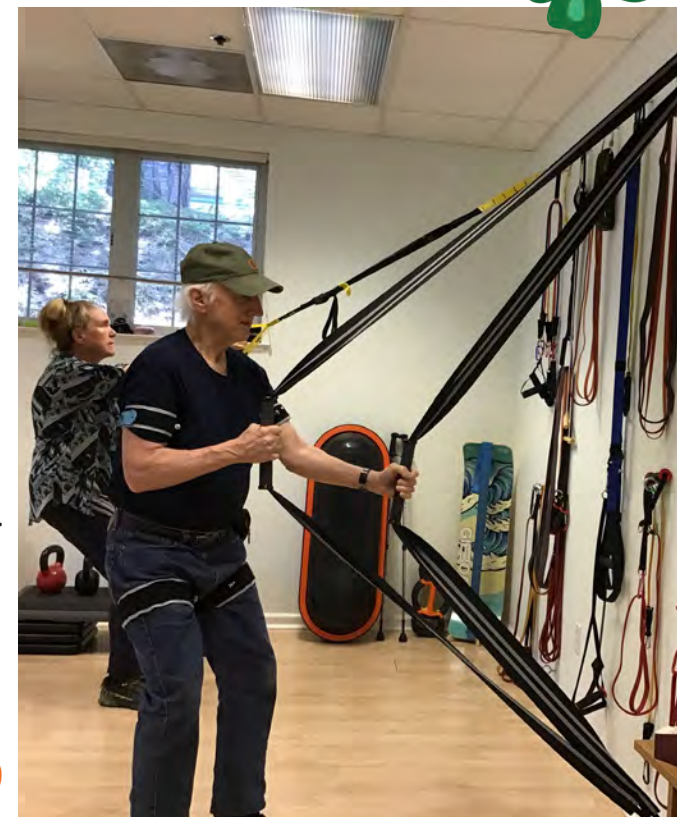
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California's recent hospice fraud investigations have exposed troubling misconduct within the industry. Authorities have identified schemes in which bad actors admitted people who were not eligible for hospice, offered unlawful inducements, sought reimbursement for care that was never provided, and at times relied on stolen identities and shell entities to carry out the fraud.

While we all should be appreciative that this egregious misconduct is being identified and hope those found culpable will be penalized to the fullest extent of the law, the public should not confuse these criminal cases with the hospice benefit as a whole. Hospice fraud and legitimate hospice care are not the same, and that distinction is essential for patients and families to understand when making serious medical decisions.

Proper hospice care is built on a foundation of compassion, clinical judgment, and clear eligibility standards for people facing life-limiting illness. Both not-for-profit and for-profit hospices are required to follow CMS guidelines, including physician certification, regulatory oversight, and interdisciplinary care designed to support patients and their families. That established framework remains in place and should not be mistaken for the conduct now under investigation.

One of the most serious consequences of these headlines is the uncertainty they can create for families who genuinely need end-of-life support. Across the state, some families are hesitating to accept comfort-focused care, turning down appropriate services, or trying to manage advanced illness on their own because they are unsure which providers they can trust.

Families should also understand that fraudulent operations often show recognizable warning signs. Reputable hospice providers do not use cash, gifts, or other incentives to secure admissions. They do not keep patients enrolled without medical support for eligibility, rely on unclear or fabricated diagnoses, minimize physician involvement, or make themselves difficult to reach when care is needed.

Families can better protect themselves by looking at Medicare Care Compare ratings and other quality information, asking how long a hospice has served the community, reviewing its accreditation and standards, confirming that after-hours support and caregiver assistance are available, and considering whether the provider has earned a strong reputation for reliable, transparent care.

Communities should feel confident that there are still trustworthy and reputable hospice providers available with strong local ties, transparent operations, and a consistent record of ethical care. The key distinction is not ownership type, but whether a provider follows the required guidelines, delivers services as promised, and maintains focus on patient care rather than improper financial gain.

When hospice is delivered as intended, it remains one of health care's most altruistic services, easing suffering, supporting caregivers, and helping patients and their families navigate the final stage of life with dignity. The current fraud cases deserve serious enforcement, but they should not discourage appropriate access to this care.

The right response is not to withdraw from hospice care or dismiss the comfort it provides, but to continue rooting out and eradicating corruption, while reinforcing trust in ethical, regulated providers and giving families the information they need to choose wisely.

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