

Gallup Names Baptist Collierville ED Most Improved

Lauderdale Hosts Kids Fest

Money Matters: If It Seems Too Good To Be True, It Is



Coach Ken Carter Speaks to Downtown Boys and Girls Club

Coach Ken Carter recently visited the Downtown Porter Memphis Boys and Girls Club to speak, sponsored by Baptist. Carter is known for locking his undefeated high school basketball team out of the gym because they weren't honoring a contract they'd signed to improve classroom achievement. A film titled "Coach Carter," was made depicting his actions. Above, Carter hugs a member of the Downtown Boys and Girls Club after using him in a demonstration about earning money. Baptist also sponsored Carter's talk at the Lipscomb & Pitts Breakfast Club. Below, Coach Carter jokes with the audience at the Downtown Boys and Girls Club.



Walk to Benefit Baptist's Signature Community Outreach Program

The 17th annual Memphis Walks for the Homeless begins at 10 a.m. Saturday, Oct. 6 at Mississippi Boulevard Christian Church. Registration begins at 8:30 a.m., with a pre-walk ceremony at 9:30.

Money raised at the event benefits the Greater Memphis Interagency Coalition for the Homeless, an organization that provides funding and resources to agencies that serve the local homeless population, such as Baptist's Operation Outreach health care van.

In celebration of the 10-year anniversary of Baptist's signature outreach program, Baptist colleagues participating in the walk can enjoy a special hospitality area.

"Part of our calling in health care is to help those who need it most," said Stephen C. Reynolds, president and CEO of Baptist Memorial Health Care. "Participating in this walk is a great way to support Baptist's signature community outreach effort of helping the homeless."

As of June, nearly 1,000 homeless have received care because of the van – and most of them would not have received care if not for the service. Ninety cents of every \$1 donated to the Baptist Operation Outreach health care van through the walk goes to support the services of the van.

Colleagues who prefer to have their donations designated to the Baptist Operation Outreach van should indicate the designation when they turn in their money. For information or to sign up for the walk, contact the Corporate Community Involvement department at 901-227-5324.

CALENDAR

GuideStone Annuity Representative Schedule

Dates and times are subject to change. Please contact your facility's Human Resources office for information. Baptist colleagues can contact Ken Peavy at 901-226-3518 or e-mail Ken.Peavy@GuideStone.org.

October 2	Baptist Memorial Hospital-Lauderdale
October 3	Baptist Memorial Hospital-Tipton
October 4	Baptist Memorial Hospital-Booneville
October 8	Baptist Memorial Hospital-Memphis
October 11-12	Baptist Memorial Hospital-Golden Triangle

Attending Baptist Benefit Fairs *

October 16	Baptist Memorial Hospital-DeSoto
October 17	Baptist Rehabilitation-Germantown
October 18	Baptist Memorial Hospital-Collierville
October 19	Baptist Memorial Hospital-Memphis
October 22	Baptist College of Health Sciences
October 26	Shared Services (Corporate Building)
October 29	Baptist Memorial Hospital for Women

* Baptist benefit fairs for metro facilities is from Oct. 15-Nov. 2, and Nov. 5-16 for regional hospitals. Peavy will be attending facility benefit fairs during the above dates.

Health Care Observances

Monthlong Observances

National American Pharmacy Month
National Breast Cancer Awareness Month
National Dental Hygiene Month
National Disability Employment Awareness Month
Domestic Violence Awareness Month
Eye Injury Prevention Month
Halloween Safety Month
Health Literacy Month
Healthy Lung Month
Liver Awareness Month
Lupus Awareness Month
National Medical Librarians Month
Medical Ultrasound Awareness Month
National Physical Therapy Month
National Sudden Infant Death Syndrome Awareness Month
Talk About Prescriptions Month
Vegetarian Month

Weeklong Observances

Oct. 1-7: National Healthcare Food Service Week
Oct. 1-7: Wegener's Granulomatosis Awareness Week
Oct. 5-11: National Physician Assistants Week
Oct. 7-13: Emergency Nurses Week
Oct. 7-13: Fire Prevention Week
Oct. 7-13: National Healthcare Central Service/Sterile Processing Week
Oct. 7-13: National Healthcare Resource and Materials Management Week
Oct. 7-13: Nuclear Medicine Week
Oct. 7-13: National Nurse-Midwifery Week
Oct. 8-14: National Gerontological Nurses Week
Oct. 8-12: National School Lunch Week
Oct. 8-13: National Nephrology Technician/Technologist Recognition Week
Oct. 9-15: National Pediatric Nursing Week
Oct. 12-20: Bone and Joint Decade National Awareness Week
Oct. 14-20: National Case Management Week
Oct. 14-20: National Healthcare Quality Week
Oct. 14-20: National School Bus Safety Week
Oct. 14-21: International Infection Control Week
Oct. 15-19: National Medical Assistants Week
Oct. 16-22: National Health Education Week
Oct. 21-17: Kids Care Week
Oct. 21-27: Pastoral Care Week
Oct. 21-17: National Respiratory Care Week
Oct. 22-28: National Healthcare Facilities and Engineering Week
Oct. 23-31: National Red Ribbon Week (National celebration to raise public awareness to combat alcohol and drug use among youth.)

Recognition Days/Events

Oct. 4: Bipolar Disorder Awareness Day
Oct. 4: National Depression Screening Day
Oct. 5: Rudolph Virchow's Birthday (1821-1902: pioneer in the practice of pathology)
Oct. 10: World Mental Health Day
Oct. 10: SAVE Today (Stop America's Violence Everywhere)
Oct. 11: Emergency Nurses Day
Oct. 16: World Food Day
Oct. 17: La Leche League International Founded
Oct. 19: National Mammography Day
Oct. 24: Lung Health Day
Oct. 27: Make a Difference Day

NEWS AND EVENTS



A Sign Points the Way

Baptist College of Health Sciences was added recently on Interstate 240 exit signs for Union and Madison avenues.

Making Strides Against Breast Cancer

Again this year, Baptist Centers for Cancer Care's Comprehensive Breast Center is a flagship sponsor for the 2007 Making Strides Against Breast Cancer walk. The event will begin at 9 a.m. Saturday, Oct. 20 at AutoZone Park.

Employees, family members and friends are encouraged to walk with the Baptist team during this event. Registration is \$15 per person and includes a T-shirt.

To register, please contact Marsha Bradford at Baptist Memorial Hospital-Memphis, Amanda Payne at Baptist Memorial Hospital for Women, Jackie Nunn at Baptist Memorial Hospital-DeSoto or Sean Woodall at Baptist Memorial Hospital-Collierville. The first two people who raise \$2,500 will win a Sharp 36-inch TV.

Give, and it will be given to you: good measure, pressed down, shaken together and running over...

LUKE 6:38

BMHCC Helpline/Hotline 877-BMH-TIPS

If you have a question about legal or regulatory requirements, suspect any violation of BMHCC Standards of Conduct, legal or regulatory requirements or suspect that anyone is committing acts of patient abuse in any form, call 877-BMH-TIPS. Reports to the hotline may be made anonymously. Calls are handled confidentially to the extent allowed by law. Baptist does not tolerate retaliation for reports made in good faith. It is the policy of Baptist Memorial Health Care to admit and provide services to patients and guests without distinction due to race, color, age, religion, sex, national origin, handicap or disability. Marilyn Dunavant is Baptist's corporate compliance officer.

NEWS AND EVENTS

Collierville Emergency Department Earns Most Improved

Highest Overall Satisfaction Mean for Each Care Setting

This category applies to entities with more than 30 patients rating the overall satisfaction question. Scores are based on results from discharge months of April through June 2007. The first-place awards go to the entities with the highest means for overall satisfaction in each care setting.

Emergency

First	Collierville	3.57
Second	Huntingdon	3.38
Third	Memphis	3.34

Inpatient

First	Germantown	3.75
Second	Women's	3.65
Third	Huntingdon	3.64

Outpatient Diagnostics

First	Baptist Centers for Cancer Care-Baptist Memphis . . .	3.819
Second	Lauderdale	3.731
Third	Collierville	3.726

Outpatient Surgery

First	Midtown Surgery Center . . .	3.85
Second	Collierville	3.84
Third	Oxford Surgery Center . . .	3.74

Home Health

First	North Mississippi	3.84
Second	Trinity	3.63
Third	Home Medical Equipment . .	3.60

Minor Medical

First	Cordova	3.51
-------	-------------------	------

Highest Overall Satisfaction Mean Across Care Settings

This category includes entities with fewer than 31 patients rating during the period of April 1 through June 30, 2007, based on results from discharge months July 2006 through June 2007. The first-place award goes to the entity with a mean for overall satisfaction that is closest to or exceeds by the greatest margin the Gallup 80th percentile for the entity's care setting.

	Margin	Mean	80th
First			
Tipton			

Home Health	.15	3.88	3.73
-------------	-----	------	------

Second

Lauderdale			
Outpatient Surgery	.12	3.86	3.74

Third

Restorative Care			
Inpatient	.11	3.69	3.58

Most Improved Overall Satisfaction Mean Across Care Settings

All entities are eligible regardless of the number of patients rating overall satisfaction. This is based on a comparison of discharge months July 1 through Dec. 31, 2006 versus Jan. 1 through June 30, 2007. The first-place award goes to the entity that has improved the mean for overall satisfaction the most and, for that entity, the improvement is a statistically significant increase.

First

Collierville Emergency	3.32 - 3.50 (diff - .180)
------------------------	---------------------------

Second

Collierville Inpatient	3.41 - 3.58 (diff - .173)
------------------------	---------------------------

Third

Tipton Outpatient Diagnostics	3.38 - 3.55 (diff - .172)
-------------------------------	---------------------------

Baptist and University of Memphis Partner for HPV Vaccine Forum

Baptist is partnering with the University of Memphis for a community health forum about the human papillomavirus vaccine from 9-11 a.m. Oct. 13. For girls between 9-18 years old and their mothers, the forum will feature Dr. Elizabeth Williams, a medical anthropologist from Vanderbilt University. A panel of experts, including physicians, insurance representatives and a pharmacist, will provide information about the HPV vaccine. There will also be break-out sessions available for mothers and daughters to facilitate a comfortable setting for asking questions. For information about the forum, call 800-4-BAPTIST.

Pizza Sale Raises Money for Baptist Operation Outreach

Baptist Health Services Group held a pizza fund-raiser to benefit Baptist Operation Outreach recently at Baptist's Corporate Building. About 70 pizzas were sold to raise about \$1,000 to benefit Baptist's signature community outreach program that serves the homeless.

Baptist Honored by Commercial Appeal Readers

Baptist Memorial Hospital-Memphis was named Most Exceptional Hospital in August by The Commercial Appeal readers in the paper's second annual "Memphis Most" poll.

United Way Campaign Set for Oct. 15

Baptist's United Way fund-raising campaign for the metro-Memphis hospitals is scheduled to begin Oct. 15. Donations benefit United Way of the Mid-South, which services more than 200 programs within 100 non-profit agencies throughout the Memphis area. Scott Fountain, senior vice president of Baptist Memorial Health Care, is serving as campaign chairman and Kim Hunter of Claims and Risk Management is serving as Baptist's campaign manager.



Susan Stralka, Administrator and CEO, Baptist Rehabilitation-Germantown

The goal for any patient in rehabilitation, whether recovering from a catastrophic stroke or a multiple trauma, is to regain as much function as possible to live

as full a life as he or she can.

Fortunately for us, many patients can see progress through regular rehabilitation – it energizes them and our staff to see patient improvement.

But there's more to creating that environment of progress than simply focusing on patient progress. There has to be a passion to work at the highest level and continually seek ways to push that level even higher.

I'd like to recognize my team of directors, managers and all colleagues for doing just that.

Now in my sixth year as administrator here at Baptist Rehabilitation-Germantown, I set a hospital goal to be the rehab facility of choice for people in the Mid-South. And in that sense, Baptist Rehab-Germantown is no different than any Baptist facility.

New equipment and therapy technology are certainly two ways to stay on the leading edge of the patient care curve. But there has to be a dedicated staff to use those tools, not just to benefit patients during therapy, but to complement that technology with genuine caring and patience that add an intangible yet invaluable component of care.

Another step toward reaching our goal is being recognized for clinical achievement and excellence. Baptist Rehab-Germantown recently was given the highest accreditation a rehabilitation hospital can achieve from the Commission on Accreditation of Rehabilitation Facilities. This is a recognition no other provider in this area has.

A few years ago, we set a goal to achieve this accreditation, and our leadership team agreed to do the work necessary to achieve it, a reflection of our staff's dedication to Baptist's mission and how it applies to our facility. But there's more to it than simply achieving recognition. Our accreditation is certainly a feather in our staff's cap and also something that instills confidence in our patients, but if the rehab experience is different, all the technology and accolades don't mean anything.

I'm energized to work here. I've always thought rehab was in someone's blood; they either loved it or didn't want any part of it. Our staff is energized to be here, and it translates to all 311 colleagues in our facility.

And just like any other hospital, we're held accountable to high standards. From the directors and managers to the rest of the staff, we continually seek ways to provide more efficient care and a more efficient delivery of care.

For example, we're planning to implement a rehab day program to assist patients who suffered a stroke learn how to function each day through practical application of day-to-day tasks, kind of like a live occupational therapy session during the day. When families and patients come here, we give them a tour and show them our results. Patients and their families need to know that our goal for patients is to return them to as much function as possible.

In other words, our therapy mantra isn't "What can we do?," it's "What more can we do?"

Former patients even return to say hello and let us know about their progress. Many return with new patients and act as their guides through the rehabilitation journey.

Rehab is about re-integrating patients back into the community. Our job is to show the community Baptist Rehab-Germantown is the place where patients have the best opportunity to achieve their goals.

And because of this incredible and diverse team we have, I'm confident each patient leaves here knowing that.

For me, Baptist's biggest priority is recruiting and maintaining the best physicians and best health care professionals that can support and carry out our mission, patient satisfaction and patient safety goals. We don't just need a warm body.

When I'm not working I enjoy spending time with my family and my dogs, playing golf, fly fishing and reading anything I can get my hands on.

The best piece of advice I received was from my parents, who told me that no matter what you do, practice what you preach. An example of this is when you lead, set the pace with positive energy, enthusiasm and always do your best. This applies to any job you do.

Few people know that I perform physical therapy on large and small animals with both orthopedic and neurological problems. At this time I am rehabilitating a chocolate lab that had ACL (knee) surgery and a bull terrier that was hit by a car.

Twenty years from now I would like to see Baptist Memorial Health Care be No. 1 in the health care industry by being known for developing partnerships with physicians and customers so that our partnerships benefit both parties and demonstrate long-term value and customer loyalty.

Northeast Expands New Albany Campus

Northeast Mississippi Community College broke ground recently for a new addition to its New Albany campus that includes additional classrooms and a science lab. The project will allow NEMCC to grow its nursing and allied health programs. Baptist Memorial Hospital-Union County contributed \$50,000 to the cost of the expansion, which is scheduled to be complete and ready for classes in January 2008. Pictured at right during the announcement of the gift are Patrick Eaton, director of the NEMCC Foundation; Dr. Johnny Allen, president of NEMCC; and James Huffman, administrator and CEO of Baptist Memorial Hospital-Union County.



Kids Fest Fun at Ripley City Park

At right, Osau Sanders shares a little Kids Fest time with her two children, Cedric, 1, and Caled, 4, during Kids Fest at Ripley City Park in Ripley, Tenn. More than 500 kids enjoyed free food, games, P.D. Parrot, a magician and more at the event. At bottom, Tucker Leggett, right, gives his best grip for Trinity Johnston, PT, during Kids Fest.



Smoking Cessation Classes Changing Colleagues' Lives

With about two months left before a systemwide tobacco-free policy goes into effect, many colleagues are taking advantage of Baptist-provided smoking cessation classes to end their habit.

The Baptist Memorial Health Care Foundation has provided about \$500,000 to the program to help colleagues stop smoking.

"I knew that quitting smoking was something I wanted and needed to do for years; I just didn't know how to get there," said Denise Colley, who works in the Emergency department at Baptist Memorial Hospital-Tipton. "The classes gave me the tools and confidence I needed, and I am now free of a habit that lasted 30 years."

Baptist, along with other hospitals in the Mid-South, announced a new tobacco-free policy on all hospital campuses effective Nov. 15, the date of the American Cancer Society's Great American Smokeout. The effort is part of a national trend within hospitals and health care settings.

Smoking Cessation Classes

Please check with your hospital's administrative office for times and dates specific to your facility. For a complete schedule, visit the Baptist intranet home page.

- **Baptist Memphis:** 6:30-8:30 p.m. Mondays from Oct. 8-Nov. 19 in Seminar Room 6
- **Baptist DeSoto:** 8-10 p.m. and 5-6:30 p.m. Mondays from Oct. 8-Nov. 19 in DeSoto Room A; and 10 a.m. to noon Saturdays from Oct. 13-Nov. 24
- **Baptist Collierville:** 10 a.m. to noon Wednesdays Oct. 10-Nov. 21 in classrooms B and D

"Going through the program helped me realize why I smoked," said Emmanuel Lopez, who works in the intensive care unit at Baptist Memorial Hospital-Memphis. "I really like the way the program is set up. Writing down the things that caused me to smoke and talking about them in class made it easier for me to quit."

Session 3 of smoking cessation classes begins Oct. 8. Colleagues interested in attending should visit the Baptist intranet site or contact their facility's administrative office.

MONEY MATTERS

If It Seems Too Good To Be True, It Is

Question: "I received an e-mail from a bank I used to do business with, asking me to update my records. Could this be one of the fraudulent 'phishing' e-mails I have heard about?"

Answer: There is a good chance that you received a fraudulent e-mail — be alert for these fraudulent e-mails sent by crooks, not the company whose name they are using. Phishing is a term used for e-mails that claim to be from your bank, a reputable business or a government agency. Often these e-mails seem quite legitimate. But people who have responded to such e-mails have had their accounts

wiped out. The crooks who send these e-mails hope to entrap people who do business with the companies named in the e-mail.

Usually, the e-mails ask you to "confirm" your account number and online passwords. Sometimes they warn that your account is in danger of being closed or that you may be a fraud victim. Legitimate companies never send e-mails asking for account information. If you receive such an e-mail bearing the name of your bank or credit union, call your bank or credit union to report it. Never, ever hit "reply." Delete the message immediately.

Q: "I received an e-mail from a man in India making me a business proposition. He would give

me 1 percent of \$1 million if I was willing to keep it in my bank account so that his government couldn't find it. I deleted the e-mail — do you think I should have accepted?"

A: No — you were right to be suspicious and delete the e-mail. Never respond to an unsolicited e-mail asking for your bank account number. This is a "Nigerian letter" scam, an old con game that used to arrive by letter bearing a Nigerian stamp. Now it comes by e-mail. The sender outlines a tale involving large amounts of money he can't access and asks you to provide your bank account number so you can help him obtain the money. In return he promises you a cut. This is a total fraud. If you respond to it you are guaranteed to

lose your money.

Many other schemes are prevalent in the e-mail world today involving money orders and cashier's checks. There simply is no way you can expect to benefit from one of these schemes.

Protect your personal information and most of all use common sense when you receive unsolicited e-mail offers. When in doubt, delete. Additionally, some of these e-mails can contain virus or spyware that can certainly create havoc with your computer system.

William A. Whitten
Vice President
HealthNet Federal Credit Union
wawhitten@healthnetfcu.org

CLASSIFIED ADS

CLASSIFIED AD GUIDELINES

Classified ads are published as a service to Baptist colleagues in each edition of Baptist Leader. Submissions for each edition of Leader must be received by 2 p.m. on the preceding Monday. For any ad, please include work number and location for verification purposes and **one non-work number for publication.**

Ads run at least once, and will run as space allows. New ads will receive preference over repeat ads. Services and goods offered must be legitimate and legal, and Leader cannot be responsible for misprints, omissions or false advertising. All ads may be rejected at the discretion of Baptist Memorial Health Care administration or the editor.

Ads for services and goods must be offered or wanted by Baptist colleagues, individuals or independent contractors. Franchises, other non-independent services, medical, dental and other clinical services are not eligible for classified ads.

To submit an ad, e-mail leader@bmhcc.org or fax to 901-227-3516.

YARD SALE

- Garage sale from 7 a.m. to 2 p.m. Sept. 29 at 515 Princeton Oaks Cove in East Memphis. Antique furniture, housewares, daybed, books and more for sale.
- East Memphis huge six-family sale from 7 a.m. to 1 p.m. Oct. 5-6 at 6143 Haddington Drive. Furniture, clothes, toys, video games, cosmetics and home décor for sale.
- Yard sale from 7 a.m. to 2 p.m. Oct. 5 at 5135 Woodlark Ave., just off White Station. Seasonal items, clothes, books, toys, window AC unit, glassware and more for sale.
- Large garage sale beginning at 7 a.m. Oct. 19-20 at 4942 Encore Parkway in Walls, Miss. Collectibles, medical clothing, office supplies, housewares, electronics, furniture and much more. Go south on Hwy 61 toward Tunica, right on Church Road and follow signs to Encore subdivision.

HOUSEHOLD

- White Kenmore side-by-side refrigerator with filtered water and ice in door, two years old, excellent condition, \$400; older model side-by-side refrigerator with water and ice in door, good condition, \$100. Call 901-230-7054.
- Antique solid oak church pew, 50.5X17, \$400 OBO; burgundy wingback chair, excellent condition, \$100, multiprint wingback chair, excellent condition, \$100. Call 901-756-4002.

REAL ESTATE

- North Mississippi home for sale, 2 BR/2 BA, some new flooring, security system, two acres, five years old. Call 731-645-2053.
- Two-story gingerbread house, 3 BR, den, living and dining rooms, kitchen, attached garage. Call 901-386-5368.
- Olive Branch home for rent, 3 BR/2 BA, two-car garage, hardwood, new ceramic tile in kitchen, master bath with whirlpool tub, fenced back yard with storage shed, \$1,200 per month. Call 901-517-0421.
- Midtown duplex near Memphis Zoo for rent, 2 BR/1 BA, new ceiling fans and paint, all appliances with washer and dryer, hardwood floors, new carpet, \$550 per month. Call 901-406-2027.
- Oxford home for sale, 3 BR/2 BA, split floor plan, two car garage, on partially fenced 1.6 acres, Brazilian cherry hardwood floor, tile, berber carpet in bedrooms, vaulted ceilings, \$169,900. Call 662-801-9676.
- Collierville home for sale, 5 BR/2.5 BA, large rooms with 9-foot ceilings, master bath with Jacuzzi tub and separate shower, double vanities and walk-in closet, all bathrooms recently updated and house repainted, two-car garage, fenced back yard, \$334,900. Call 901-494-3380.
- Midtown home in Evergreen Historic District FSBO, built in 1922, \$179,900. Call 901-278-6647.

VEHICLES

- 2005 GMC Envoy XL SLE, 2WD, four door, pewter color, excellent condition, 32,400 miles, \$19,000. Call 901-828-5381.
- 2002 Honda Accord EX, V6, great condition, 98,000 miles, silver with black leather, sun roof and 6-disc CD player. Call 901-603-3232.
- 2003 Harley Davidson Softail Anniversary Edition,

black, 1450cc engine, fuel injected, alarm system, \$11,000. Call 662-526-0041.

- 2004 Mazda Speed, convertible, leather, turbo, 6 spd, Bose sound, 8,000 miles, excellent condition, under warranty, \$23,400. Call 901-737-7987 and leave a message.
- 1996 Polaris SLT 700 PWC, runs well, looks good, new battery, two ski vests and Polaris cover, Heritage trailer included, original owner, \$1,800 OBO. Call 662-801-9676.

MISCELLANEOUS

- 2005 Chateau 32-foot travel trailer, two slide outs, dual LP tanks, sleeps eight, two entry doors, walk-in shower, \$15,900. Call Jared at 901-647-3678.
- Authentic NFL DeAngelo Williams Carolina Panthers jersey, size 48, still in package with tags, \$195. Call 901-870-8612.
- Bowflex Power Pro with leg extension attachment, excellent condition, instruction manual included, \$325; The Firm workout steps with two videos, \$10; small 13-inch color TV, \$15. Call 901-827-7333.
- 27-inch cable/satellite ready LCD television, five months old, still under warranty, includes remote, cables and hookups, \$395. Call 901-362-1250.
- White camper top, fits 2005 Dodge Ram quad cab, excellent condition, \$450. Call 901-757-0612.

SERVICES

- Disc jockey services for all occasions. Now booking for the holidays, discount for Baptist colleagues. Call 901-493-6283.
- Tree trimming, big or small, reasonable rates, free estimates, licensed and insured. Call 901-949-5114.
- Interior/exterior painting, room additions, decks, fencing, vinyl siding, sheetrock repair and more. Call Dan at 901-756-4002.

PETS

- Free kittens to good home, two black with a little white on their stomach, three gray tabby light and dark gray stripes, two gray stripes and white, mother is a gray tabby with tortoise pattern and gold eyes, six weeks old on Oct. 3. Call Ann Tate at 731-738-5175.
- 9-month-old puppy, friendly, free to good home. Call 901-281-5335.
- Free kitten, call 901-864-5804.

Choosing a Reputable Online Degree Program

The Sloan Consortium, the nation's largest association focused on online education, reported that in 2006 nearly 3.2 million college students were enrolled in at least one online course, up from 1.6 million in 2003.

Moreover, Eduventures, a leading

education industry research firm, estimates that in 2008, one in 10 college students will be enrolled in an online university.

As convenient and popular as online education can be, the Better Business Bureau warns that some can also be a source of fraud and frustration for consumers.

In 2003, education industry experts estimated the existence of

more than 400 diploma mills and 300 counterfeit diploma Web sites doing business of more than \$500 million annually. What used to be small-time, "mom-and-pop" fraud is now a professional criminal operation, having gone high-tech and global in nature according to federal law enforcement representatives.

The most important step in choosing an online degree program is to make sure the college or university

you are enrolling in is accredited from one of the six regional accreditation boards. The U.S. Department of Education has a searchable database of accredited post-secondary schools at: <http://ope.ed.gov/accreditation>. You can also check out an online degree program's reputation at www.bbb.org.

For more trustworthy advice to help you make solid education decisions, go to www.bbb.org.

Baptist Leader, Vol. 71, No. 20, September 28, 2007

Editor: Chris Pennington
phone (901) 227-3504; chris.pennington@bmhcc.org

Photographer: Greg Campbell
phone (901) 227-3510; greg.campbell@bmhcc.org

Baptist Leader is published by Corporate Communications, Baptist Memorial Health Care Corp., 350 N. Humphreys Blvd., Memphis, Tenn. 38120. It is distributed bi-weekly to all BMHCC entities in the Mid-South. **Deadline for article submissions and classified ads is 2 p.m. Monday prior to publication. Send article ideas and submissions as well as classified ads to leader@bmhcc.org or fax to (901) 227-3516.** Baptist Leader is printed on recycled paper.