

Q1 Do you agree with Ofcom's view that the proposed non-emergency healthcare service represents a justified use of a three-digit number? Please give reasons for your views. :

Yes. The importance of the service requires a memorable number that easily "slips off the tongue". Three digit numbers are therefore an obvious option.

Q2 Do you agree with the DHs view that:

**A) a three-digit number is the best choice for the proposed service and
B) of the three-digit numbers available, 111 is the best option?**

Please give reasons for your views. :

The number has to be extensively and heavily marketed. It has been shown from the directory enquiries provision e.g. 118118, that such marketing makes a number memorable even if you do not use that particular supplier. In that regard the possible availability of 116117 if satisfying the Commission criteria may be a better option for promoting.

111 was clearly chosen as being the only option where all the digits were the same. This may lead to problems where 112 is dialled by mistake and also the apparent failure of the 101 scheme to progress may be a pointer to potential problems.

Q3 What are your views on the tariff options selected by the DH? :

No particular view.

Q4 Do you have any comments on the proposed notification of modification to the Numbering Condition in Annex 8 of this document:

No