Disagree: 3 digit dial for non urgent health care

In principle I endorse the idea of a central number for non urgent health care. And the idea that it is a number that is memorable.

However, creating a number that is too easy to dial, and is the same short hand of digits as the real emergency services, is setting up to have a huge volume of unnecessary calls. These will be from complete miss dials through to people who cannot be bothered to spend an extra second just thinking about what their illness is all about, and just dial the number.

My view is that you need a short dial for a genuine emergency, and that the 999 works to this end. Providing a short dial for non emergencies is placing the service in the same camp, and there will inevitably be confusion in the longer run about which is the real emergency services number!

I would like to see a report carried out by the phone suppliers that look into the number of 111 calls that are made by mistake, and also a piece of usage and attitude research that indicates how the population feel about using this as number. i.e. how they will use the number and with what frequency.

My preference would be to see a memorable 8 digit number being used for these services of non urgent health care, and that would give a clear signal to the population of the overall intention i.e. that it is 'non-urgent'.

Yours Sincerely

Katie Bell