

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 proposed service is clearly of potentially significant public benefit, justifying the use of a scarce number resource if that will help maximise the utility and uptake of the service. The potential public benefit is much greater than that represented by most other existing 3DN; for instance, the Home Office 101 number.

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. :

A) Yes. I work as a nurse and often have occasion to refer telephone enquires to the NHS Direct number (0845 4647); yet I have frequently had difficulty in remembering the number correctly, and on at least one occasion have passed on the wrong number. The 3DN proposal represents the easiest and most memorable access option.

B) Yes. The 111 number is significantly more memorable than the other options; and it has strong resonance with both the 112 and 999 emergency numbers.

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

One of the significant potential benefits of the proposed service, is a hoped for reduction in demand on the 999 service and also in A/E attendances.

As long as there remains a cost differential between the new service and existing free services, this potential benefit will be limited. Many of those who currently habitually rely on A/E & 999 for non-emergency access to the NHS will not take up an alternative if there is cost disincentive.

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

No.