

## Comments on proposed 111 Number

1. Lots of people misuse 999 (and always will). But lots also hold off calling too long as they are not sure it is necessary. A simple to remember number like 111 would encourage these people to call before it is too late. It is a good idea
2. Hope this would be part of NHS choices/direct or the 999 operation rather than a separate (more expensive/more difficult to run) organisation
3. The Dept for BIS (aka DTI) have recently done a very comprehensive survey on call centres and their techniques. Make sure you check a copy to see if it is relevant and don't re-invent the wheel or miss good points they identified
4. Is there (or can there be) a simple to remember number for NHS direct (333??) so people use it more
5. Worth trying to get some Europe wide consistency on these numbers as a long term aim
5. Worth setting up a pilot to smooth out inevitable settling down problems. Could use private sector to get the pilot done quickly/inexpensively. Consider a separate unit in an existing call centre organisation or even the call centre of one of the privatised Banks. They could be one of the candidates for the long term solution but see 2 above

Best of luck.

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