

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

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

B) I think 111 is confusing as it is close to other numbers that already exist e.g. 112, 911 etc. 911 is used as an emergency number in the US and is well known to the UK public as such (through US entertainment and through the 9/11 events). Introducing a UK number of 111 for non-emergency use is asking for trouble - I think it would be assumed by many people (especially when stressed) to be the number to use to access emergency help. This could result in confusion and potentially dangerous delays (as people might ring 111 in a real emergency). I heard at a conference recently the suggestion that the non-emergency number should be 888 (i.e. easy to remember - "it's less than 999" - the health problem does not need a 999 call). This seems ideal - there would be no risk of confusion with either 999 or 911, 112 etc.

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

N/A

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

N/A