

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, it gives a kudos to the service which may alleviate some of the time-wasting 999 calls.

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 three digit number is easier to remember than existing NHS Direct number. It may not be the best choice though. 111 is the opposite end of the scale to 999, which may be a perception issue - 888 is "next to" 999 which could give a better impression, perhaps giving the impression of "not quite an emergency but still important".

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

The truth is that money always comes from the taxpayer - I would rather fewest layers in cost recovery as possible, to make the service as economical as possible.

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

No.