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Commissioning Directorate (Primary Care)
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Sent via email

16 February 2016

Dear Colleagues,

RE: Premium rate telephone numbers (084)

Since July 2015, Ofcom rules state that every provider in the UK using a premium telephone number (084, 087, 09 and 118) is required to display the service charge where ever your service is advertised.

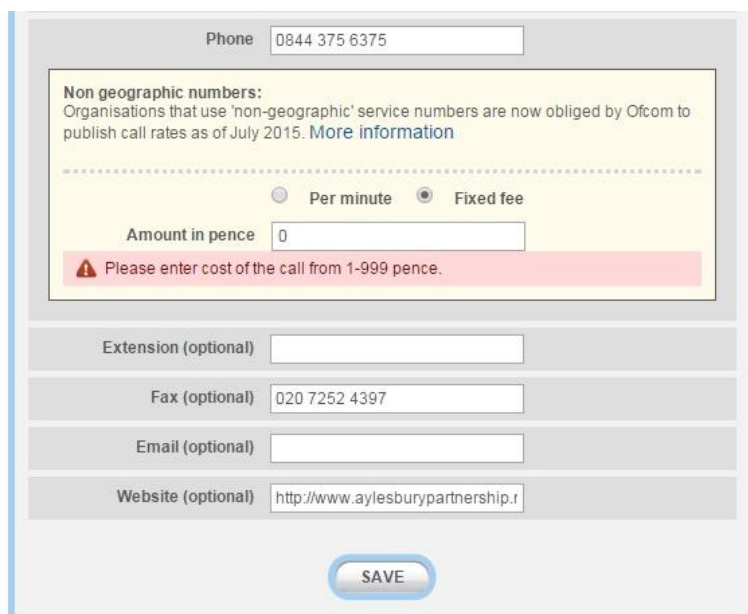
“Calls cost xp [or xp per minute] plus your telephone company’s network access charge.”

We noticed that some primary care contractors still display premium numbers on their NHS Choices profile. The NHS Choices team has recently updated the profile management system to allow profile editors to edit their account in line with the new Ofcom rules. The system allows to either add the correct service charge or to replace the number with a non-premium number.

If this applies to you please update your profile by **March 1 2016** to ensure you comply with the new Ofcom rules.

To update your profile simply go to www.nhs.uk and [log-into your account](#). If you are not sure about your long-in details or who your profile manager is, email the NHS choices Service Desk (servicedesk@nhschoices.nhs.uk) who will be able to assist you.

Once you are logged in, edit the ‘Contacts’ section in your profile as shown below and click save. The changes will appear on the live site within 24hrs.




Phone

Non geographic numbers:
Organisations that use 'non-geographic' service numbers are now obliged by Ofcom to publish call rates as of July 2015. [More information](#)

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Per minute Fixed fee

Amount in pence

 Please enter cost of the call from 1-999 pence.

Extension (optional)

Fax (optional)

Email (optional)

Website (optional)

For more information about the rule changes and what it means to your business please visit the UK calling website <http://www.ukcalling.info/industry>

Yours sincerely,

A handwritten signature in black ink, appearing to read 'J Cory'.

Julia Cory
Head of Primary Care