

811 Notification and Implementation Plan for Manitoba February 23, 2026

Shared Health

Contacts:

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Introduction

This Implementation Plan is for the use of the 811 dialing code to access non-emergency teletriage services (Health Links – Info Santé) in the province of Manitoba; basic routing for 8-1-1 service within the local calling area of the exchange in which the call originated as defined in CRTC Decision 2005-39.

Health Links – Info Santé, is a bilingual phone-based program within Manitoba’s Provincial Health Contact Centre (PHCC). Registered nurses provide assessment, triage and health-care advice to individuals of all ages calling from within Manitoba.

With a letter of endorsement (see Appendix) from the Deputy Minister of Health, Seniors and Long-Term Care, Shared Health has the support of the Government of Manitoba to implement the 811 dialing code in the province.

Service Description

The Manitoba 811 phone service will support the new health care navigation service MB811 to provide Manitobans with the “one number to call” and Digital front door for accessing health care information and services in MB. Health Links – Info Santé, Manitoba’s Provincial Health Contact Centre located in Winnipeg Manitoba will provide the initial 811 service in parallel with further development of a phased plan to incorporate and integrate multiple health care service options as the “one number to call”.

- Telephony services at PHCC are provided by an Avaya CS1000K PBX and Bell On Demand Contact Centre. The Avaya CS1000K PBX provides basic telephony services, including voice services to desk phones and connectivity to the public switched telephone network.
- The Bell On Demand Contact Centre manages call treatments and skill based queueing including extensive real-time and historical reporting and recording.
- The system handles inbound routing and outbound calls for up to 200 agents on their physical desk phones.
- PHCC is staffed 24 hours a day, 365 days a year with appropriate emergency messaging in place should the contact centre need to be evacuated.

Desired 811 Service Area

811 Manitoba will cover the entire province, and the map for the desired 811 phone service area is shown on the right:

Call Routing Arrangements

In Manitoba, all 811 calls from the 204, 431, and 584 area codes are to be routed to and terminate at this toll free number: 1-866-373-1255.

Telecommunications Service Providers (TSPs) are requested to permit callers in Manitoba to dial 811, with calls routed to the above terminating number at: Health Links – Info Santé, Misericordia Health Centre, 99 Cornish Avenue, Winnipeg, MB R3C 1A2

TSPs are also requested to work with the appropriate cellular, cable and VoIP providers providing service in Manitoba, ensuring that the calls are routed correctly.

In accordance with this 811 Notification and Implementation Plan, all TSPs operating in the 811 Manitoba service area are requested to implement the network changes necessary to route 811 calls to the appropriate terminating point (Health Links – Info Santé), using standard routing and rating methodologies.

Telecommunications Service Providers serving Manitoba include, but are not limited to:

- All Stream Inc.
- Bell Mobility
- Bell MTS Inc. (formerly MTS Inc.)
- Bell West Inc.
- Distributel
- Fibernetics Corp.
- Fido Solutions Inc.
- Globility
- Gt Group Telecom Services Corp.
- Iristel Inc.
- Les.net (1996) Inc.
- Provincial Tel Inc.
- Rfnw Inc.
- Rogers Communications Partnership
- Shaw Telecom Inc.
- Telus Integrated Communications
- Telus Mobility
- Westman Media Cooperative



Implementation Schedule

All TSPs are requested to formulate a system test plan and make modifications to their networks, as necessary, for implementation of the Manitoba 811 dialing code. Public communications will be completed following implementation of the 811 dialing code (dates TBD based on implementation timeline).

Call Volume Estimates

The Health Links – Info Santé service supports over 150,000 calls per year and is a critical access point for Manitobans seeking timely reliable health advice. Call volumes are anticipated to increase following implementation of the 811 dialing code, ongoing expansion of Health Links – Info Santé services and associated communications/advertising campaigns.

Proposed Timeline

- Initial meeting or conference call 2-3 weeks post submission of this implementation Plan
- Subsequent meetings to develop and finalize Implementation Plan (to be confirmed at initial meeting).
- It is expected that implementation of the 811 dialing code within 4-6 months of initial meeting.
- Proposed soft launch date is upon implementation of the 811 dialing code.
- Proposed public launch date is to be determined following soft-launch.



Health, Seniors and Long-Term Care

Deputy Minister

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NOV 20 2025

Doug Snell
Chief Operating Officer, Digital Shared Services
Shared Health Manitoba
300 - 355 Portage Avenue (N904)
Winnipeg MB R3B 0J6

Re : Implementation of 811 in Manitoba

Dear Doug Snell:

On behalf of the Government of Manitoba, I am writing to express my support for the new health care navigation service 'Manitoba 811' to provide Manitobans with "one number to call" and digital front door for accessing health care information and services in Manitoba.

As a key partner in the delivery of the new health care navigation service, the Ministry greatly appreciates the work being carried out by Shared Health Digital Shared Services and its partners to implement the 3-digit "811" dialing code in Manitoba. Furthermore, the Ministry endorses Bell Canada to engage with telecommunication providers in Manitoba to establish all necessary preparations so that this initiative can be introduced successfully.

Information about the implementation of "811" to access services through the new health care navigation service is to be kept strictly confidential until after the formal public announcement release for the service.

Thank you for your dedication and commitment to this initiative.

Sincerely,

Silvester Komlodi