Simon Conroy is a geriatrician at the University Hospitals of Leicester, and honorary professor at the University of Leicester. His research has focussed on frailty in older people and recognising the variation in older people and the need to personalise care. His research led to the development of an acute frailty unit to improve the pathway of care and to a dedicated service for the care of such patients in the emergency department. These efforts, together with others from Emergency Medicine and the British Geriatrics Society, led to the establishment by NHS England of the Acute Frailty Network, of which he is clinical lead.