



**Tim O'Neil, MBA, CEBS**  
*Director, Employee Benefits & Wellness*  
**Meredith Corporation**

Tim O'Neil currently guides employee benefits and wellness at Meredith Corporation. In that capacity, O'Neil is charged with developing and integrating best-in-class employee health and financial wellness programs with progressive and proactive benefit plan design.

Under his direction Meredith has

- **engaged over 95% of employees and family members** in the wellness program annually since 2012,
- increased the percentage of participants with **two or fewer metabolic risk factors** (elevated blood pressure, cholesterol, etc.) from **72% in 2007 to 85% in 2017**,
- reduced **tobacco use** from **11% in 2007** to **2% in 2017**,
- increased participation in the 401(k) program from **85% in 2009 to 95% in 2017** and increased average deferrals from **3% in 2009 to 7% in 2017**,
- **flattened the trajectory of healthcare costs** from a **10-15% annual increase prior to 2007** to **annual increases in the 5% range today**, saving millions in medical plan costs for the company and employees.

Meredith has received national recognition and won numerous awards for their innovative approach to engaging employees and families through fun, inspiring and motivating campaigns.

- Meredith has received a **Platinum-Level Well Workplace Designation** from the Wellness Council of America,
- a **Platinum-Level Designation** in the **Workplace Health Achievement** Index from the American Heart Association,
- a **Gold-Level Bike Friendly Business Designation** from the League of American Bicyclists,
- **Healthiest Employers of Iowa** recognition from the Business Record
- and a **Wellness Leadership Award** from United Healthcare.

The wellness initiative at Meredith has been featured in case studies published by the Wellness Council of America, the Journal of Financial Counseling and Planning, the Personal Finance Employee Education

Foundation; highlighted by the CDC and the U.S. Surgeon General, and featured in the New York Post, Fortune, HR Magazine, Benefits Quarterly, Workspan Magazine, The Wall Street Journal, and in numerous special interest publications.

O'Neil has become a nationally recognized Champion for worksite wellness -- most recently speaking at events on medical plan management, developing motivating health improvement campaigns and best practices in employee engagement.

He always enjoys a good challenge and stays active running and playing golf, working on weekend projects at home and enjoying time with the family.