

AMERICAN MEDICAL SECURITY GROUP INC

Form 4

December 15, 2004

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
MOORE TIMOTHY J

(Last) (First) (Middle)

C/O AMERICAN MEDICAL
SECURITY GROUP INC, 3100
AMS BLVD

(Street)

GREEN BAY, WI 54313

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading
Symbol
AMERICAN MEDICAL
SECURITY GROUP INC [AMZ]

3. Date of Earliest Transaction
(Month/Day/Year)
12/13/2004

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
X Officer (give title below) ____ Other (specify below)
Sr VP, General Counsel, Sec.

6. Individual or Joint/Group Filing(Check
Applicable Line)
X Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	12/13/2004		D	4,700	D		
Common Stock	12/13/2004		D	8,895.5 (1)	D		By 401(k) plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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information contained in this form are not
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SEC 1474
(9-02)

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 17.19	12/13/2004		D		11,616		<u>(2)</u>	03/02/2009	Common Stock	11,616
Employee Stock Option (right to buy)	\$ 10.25	12/13/2004		D		35,000		<u>(3)</u>	09/27/2010	Common Stock	35,000
Employee Stock Option (right to buy)	\$ 12	12/13/2004		D		25,000		<u>(4)</u>	09/27/2010	Common Stock	25,000
Employee Stock Option (right to buy)	\$ 12.25	12/13/2004		D		4,770	11/17/1998	11/16/2010		Common Stock	4,770
Employee Stock Option (right to buy)	\$ 5.8125	12/13/2004		D		16,475		<u>(5)</u>	11/16/2011	Common Stock	16,475
Employee Stock Option (right to buy)	\$ 5.1875	12/13/2004		D		5,000		<u>(6)</u>	11/16/2012	Common Stock	5,000
Employee Stock Option (right to	\$ 10.2	12/13/2004		D		25,000		<u>(7)</u>	11/28/2013	Common Stock	25,000

buy)

Employee

Stock

Option \$ 14.41 12/13/2004

(right to

buy)

D

21,000

(8)

01/19/2015

Common
Stock

21,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MOORE TIMOTHY J C/O AMERICAN MEDICAL SECURITY GROUP INC 3100 AMS BLVD GREEN BAY, WI 54313			Sr VP, General Counsel, Sec.	

Signatures

Timothy J. 12/15/2004
Moore

__Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- The reporting person acquired 139.9 shares of AMZ common stock under the issuer's 401(k) plan since November 24, 2003. Such acquisitions, which were not "discretionary transaction" as defined in Rule 16b-3(b) are exempt from Section 16b by virtue of Rule 16b-3(c) and are exempt from the reporting requirements of Section 16(a) by virtue of Rule 16a-3(f)(1)(i)(B).
- (1) acquisitions, which were not "discretionary transaction" as defined in Rule 16b-3(b) are exempt from Section 16b by virtue of Rule 16b-3(c) and are exempt from the reporting requirements of Section 16(a) by virtue of Rule 16a-3(f)(1)(i)(B).
 - (2) This option became fully vested September 28, 1998.
 - (3) This option vested in four equal annual installments beginning September 28, 1999.
 - (4) This option vested in four equal annual installments beginning September 28, 1999.
 - (5) This option vested in four equal annual installments beginning November 17, 2000.
 - (6) This option vested in four equal annual installments beginning November 17, 2001.
 - (7) This option vested in four equal annual installments beginning November 29, 2002.
 - (8) This option vested in four equal annual installments beginning January 20, 2004.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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