AMERICAN MEDICAL SECURITY GROUP INC
Form 4
December 15, 2004

FORM 4

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

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

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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	12/13/2004		D		4,700	D	$ 32.75	0	D	
Common Stock	12/13/2004		D		8,895.5 (1)	D	$ 32.75	0	I	By 401(k) plan

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

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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	(2)	03/02/2009	Common Stock	11,616
Employee Stock Option (right to buy)	$ 10.25	12/13/2004		D			35,000	(3)	09/27/2010	Common Stock	35,000
Employee Stock Option (right to buy)	$ 12	12/13/2004		D			25,000	(4)	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	(5)	11/16/2011	Common Stock	16,475
Employee Stock Option (right to buy)	$ 5.1875	12/13/2004		D			5,000	(6)	11/16/2012	Common Stock	5,000
Employee Stock Option (right to	$ 10.2	12/13/2004		D			25,000	(7)	11/28/2013	Common Stock	25,000

buy)									
Employee Stock Option (right to buy)	$ 14.41	12/13/2004		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. Moore	12/15/2004
**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).

(1) 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)(l)(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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