

SWOBODA JELMER G
Form 4
December 14, 2004

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
SWOBODA JELMER G

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

Director 10% Owner
 Officer (give title below) Other (specify below)

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

(Street)

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

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

GREEN BAY, WI 54313

(City) (State) (Zip)

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)
				(A) or (D) Code V Amount (D) Price			
Common Stock	12/07/2004		G	V 325 D \$ 0	3,475	D	
Common Stock	12/13/2004		D	3,475 D \$ 32.75	0	D	

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

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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 Security (Instr. 3 and 4)	Amount or Number of Shares
Non-employee director stock option (right to buy)	\$ 5.8125	12/13/2004		D	16,000	<u>(1)</u> 11/16/2011	Common Stock	16,000
Non-employee stock option (right to buy)	\$ 5.1875	12/13/2004		D	10,000	<u>(2)</u> 11/16/2012	Common Stock	10,000
Non-employee director stock option (right to buy)	\$ 10.2	12/13/2004		D	8,000	<u>(3)</u> 11/28/2013	Common Stock	8,000
Non-employee director stock option (right to buy)	\$ 14.41	12/13/2004		D	6,700	<u>(4)</u> 01/19/2015	Common Stock	6,700
Non-employee director stock option	\$ 10.25	12/13/2004		D	5,000	<u>(5)</u> 09/27/2010	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SWOBODA JELMER G C/O AMERICAN MECICAL SECURITY GROUP INC 3100 AMS BLVD GREEN BAY, WI 54313	X			

Signatures

/s/Cheryl A. Thomson
Attorney-in-Fact

12/14/2004

**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) This option vested in three equal annual installments beginning November 17, 2000.

(2) This option vested in three equal annual installments beginning November 17, 2001.

(3) This option vested in three equal annual installments beginning November 29, 2002.

(4) This option vested in three equal annual installments beginning January 20, 2004.

(5) This option vested in three equal annual installments beginning September 28, 1999.

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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