# BLUE CROSS & BLUE SHIELD UNITED OF WISCONSIN

Form 4/A October 21, 2002

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	OMB APPROVAL
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UNITED STATES SECURITI Washington, D.	ES AND EXCHANGE COMMISSION C. 20549
FORM 4	
STATEMENT OF CHANGES IN B	ENEFICIAL OWNERSHIP
Filed pursuant to Section 16(a) of the Section 17(a) of the Public Utility Section 30(h) of the Investm  [_] Check this box if no longer subject to obligations may continue. See Instruct	Holding Company Act of 1935 or ent Company Act of 1940  Section 16. Form 4 or Form 5
1. Name and Address of Reporting Person*	
BLUE CROSS & BLUE SHIELD UN	ITED OF WISCONSIN (1)
(Last) (First)	(Middle)
401 WEST MICHIG	AN STREET
(Street	
MILWAUKEE, WI	
(City) (State)	
2. Issuer Name and Ticker or Trading Symb	ol
AMERICAN MEDICAL SECURITY	GROUP, INC. (AMZ)
3. IRS Identification Number of Reporting	Person, if an Entity (Voluntary)
4. Statement for Month/Day/Year	
October 11,	2002
5. If Amendment, Date of Original (Month/	Day/Year)
October 15,	2002

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6. Relationship of Reporting Person(s) to Issuer

	(Check all applicable)			
	[_]	Director Officer (give title below)		10% Owner Other (specify below)
7.	Individual or Joint/Group Filing (Check applicable line)			
	[_] [X]	Form filed by one Reporting Form filed by more than one		son

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

5. 4. 2A. Αm Deemed Securities Acquired (A) or Se Execution 3. Disposed of (D) 2. Ве Transaction Date, if Transaction (Instr. 3, 4 and 5) Ow 10/11/02 8,400 D \$14.00 Common Stock 700(2) D \$14.02(2) 10/11/02 S Common Stock 10/11/02 S 8,800(2) D \$14.03(2) Common Stock \_\_\_\_\_\_ S 7,100(3) D \$14.05(3) 10/11/02 Common Stock 10/11/02 D \$14.16 Common Stock 100 Common Stock 10/11/02 400 D \$14.24

(1) As a result of the conversion of Blue Cross & Blue Shield United of Wisconsin ("BCBSUW") from corporation to a Wisconsin stock insurance corporation, Cobalt Corporation became the owner of outstanding common stock of BCBSUW and Wisconsin United for Health Foundation, Inc. ("Foundat the issued and outstanding common stock of Cobalt Corporation. Consequently, Cobalt Corporation the Foundation became an indirect beneficial owner of the Common Stock owned by BCBSUW.

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- (2) The reporting person failed to report this transaction in its Form 4, filed on October 15, 20
- (3) On October 15, 2002, the reporting person filed a Form 4 reporting the disposition of 6,500 s as the reporting person actually disposed of 7,100 shares.

Reminder: Report on a separate line for each class of securities beneficially owned directly or \* If the Form is filed by more than one Reporting Person, see Instruction 4(b)(v).

Persons who respond to the collection of information

contained in this form are not required to respond (Over) unless the form displays a currently valid OMB SEC 1474 (9-02) control number. FORM 4 (continued) Table II -- Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 2. Conver-7. Number of Title and Amount sion or 3A. Derivative 6. of Underlying ExerDeemed 4. Securities Date Securities
cise 3. Execu- Trans- Acquired (A) Exercisable and (Instr. 3 and 4) Price Trans- tion action or Disposed Expiration Date -----1. of action Date, Code of (D) (Month/Day/Year)
Title of Deriv- Date if any (Instr. (Instr. 3, -----Derivative ative (Month/ (Month/ 8) 4 and 5) Date ExpiraSecurity Secur- Day/ Day/ ----- Exer- tion Amount or Number of Year) Year) Code V (A) (D) cisable Date Title Shares (Instr. 3) ity \_\_\_\_\_\_ Explanation of Responses: BLUE CROSS & BLUE SHIELD UNITED OF WISCONSIN

\*\*Signature of Reporting Person
Gail L. Hanson, Senior Vice President

/s/ Gail L. Hanson

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10/21/02

Date

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations.

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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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