

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 SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

1. Name and Address of Reporting Person\*

BLUE CROSS & BLUE SHIELD UNITED OF WISCONSIN (1)

(Last) (First) (Middle)

401 WEST MICHIGAN STREET

(Street)

MILWAUKEE, WI 53203

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

AMERICAN MEDICAL SECURITY GROUP, INC. (AMZ)

3. IRS Identification Number of Reporting Person, if an Entity (Voluntary)

4. Statement for Month/Day/Year

October 10, 2002

5. If Amendment, Date of Original (Month/Day/Year)

October 11, 2002

6. Relationship of Reporting Person(s) to Issuer

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(Check all applicable)

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

7. Individual or Joint/Group Filing (Check applicable line)

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) ----- Code V	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Am Se Be Ow Tr (I an
				Amount	(A) or (D)	Price	
Common Stock	10/10/02		S	2,400	D	\$14.01	Se
Common Stock	10/10/02		S	100	D	\$14.03	Se
Common Stock	10/10/02		S	1,900	D	\$14.05	Se
Common Stock	10/10/02		S	3,100	D	\$14.09	Se
Common Stock	10/10/02		S	600	D	\$14.10	Se
Common Stock	10/10/02		S	100	D	\$14.15	Se
Common Stock	10/10/02		S	2,500	D	\$14.19	Se
Common Stock	10/10/02		S	1,000	D	\$14.20	Se
Common Stock	10/10/02		S	100 (2)	D	\$14.24 (2)	Se
Common Stock	10/10/02		S	2,600 (3)	D	\$14.25 (3)	Se
Common Stock	10/10/02		S	100	D	\$14.35	1,

(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. ("Foundation") issued and outstanding common stock of Cobalt Corporation. Consequently, Cobalt Corporation and the Foundation became an indirect beneficial owner of the Common Stock owned by BCBSUW.

(2) The reporting person failed to report this transaction in its Form 4, filed on October 15, 2002.

(3) On October 15, 2002, the reporting person filed a Form 4 reporting the disposition of 2,500 shares, which was understated, as the reporting person actually disposed of 2,600 shares.



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/s/ Gail L. Hanson

10/21/02

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\*\*Signature of Reporting Person

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Date

Gail L. Hanson, Senior Vice President

\*\* 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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