AI is a perfect fit for medical imaging with structured content, controlled acquisition protocols, and even large numbers of observations when considered at the voxel level. In this talk, we will introduce the basics, commonly addressed tasks and certification levels of AI and medical imaging. We will then present our efforts in the context of the development of AI for image-based personalized medicine, addressing standardisation, robustness, interpretability and educational aspects. We will conclude with remaining challenges and emerging trends.