A cross-sectional study was carried out in Dongthap Province, Vietnam to identify the factors that promote the use of curative care at commune health centers (CHCs). A total sample of 480 heads of households or their spouses were randomly selected in 16 communes which represented the highest and the lowest acceptance communes in the province.

This study revealed that 49.2% of families in high acceptance communes and 35.4% in low acceptance communes had utilised the curative care at CHC during the last year.

The result showed that good knowledge of people towards CHC as well as satisfaction of people on convenience, quality of care and doctor consumer relationships can promote the curative care at CHCs. Regarding knowledge towards CHC, knowing the location of the CHC and the available services played an important role in increasing the acceptance of curative care at CHCs. About the psychosocial accessibility, the regular availability of doctors, the competence of doctors, good quality of equipment, and especially good communication between the doctor and patient are the most important factors promoting the curative care at this level.

Following these finding, it is recommended that enforcing health education, strengthening management, improving the quality of care and reducing the social gap between doctor and client would enhance the acceptance of curative care at CHCs.